JUNE 9, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Here are some

EXTRAS

that WOR hasn't made any extra noise about

While radio stations, newspapers, magazines and other media throughout the nation have consistently increased their rates during the past 10 years (we know one large advertising medium that jumped its base rate 4 times in the year 1946) . . .

1. WOR has not raised its daytime rate one penny since Nov. 14, 1937!

2. WOR's discounts to sponsors have shown no decrease during this same period. In fact, in many instances they have been liberalized 25 to 30%!

3. WOR's nighttime rate has shown no change since Nov. 1, 1943. At that time it was upped to conform to twice the day rate!

4. WOR has maintained the second lowest cost-per-thousand rate of any station in the United States!

Year after year for the past ten years, WOR has consistently waged war on the high cost of selling. WOR has always believed in the old American tradition of competitive volume sale. WOR knows that healthy economic rivalry cannot completely exist in the face of growing manufacturing, distributing and selling costs.

WOR is keeping rates down and sponsors' sales up. It's another reason why WOR regularly carries more accounts with a greater total dollar volume than any station anywhere.

WOR—that power-full station at 1440 Broadway, in New York

mutual

The Ely family: Edward, Mrs. Ely, John Ely, and 85-year-old Grandpa Switzer. Older son Bob was absent when this picture was made.

This is the ELY HOME AND FAMILY of Springfield, Illinois

The comfortable Ely home in Springfield, Illinois

John W. Ely has driven a motorbus or streetcar for twenty-five years in Springfield, capital city of Illinois. During that time, he and Mrs. Ely have reared two fine boys: Bob, 22, printer and World War II veteran; and 17-year-old Edward, high school junior.

During the same years, the Ely family has depended on WLS for much of its information, inspiration and entertainment. News Editor Julian Bentley, singers Mac and Bob, staff pastor Dr. Holland, Dinner Bell Director Page . . . these are some of their longtime favorites. They saw the WLS National Barn Dance on the stage of the Eighth Street Theater on a 1946 visit to Chicago.

The Elys are homefolks—proud of their comfortable big house at 808 South MacArthur and of their big boys. Mrs. Ely boasts a huge file of recipes from which she feeds her family well; Edward has already set his mind on buying a service station when he finishes school. Bob has a network of intercoms and buzzers throughout the house, as a hobby. Grandpa Switzer, active at 85, has won many local gardening awards.

It is on this home and this family, and the homes and families like them throughout Midwest America, that the microphones of WLS have been focussed for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS . . . and upon loyal listeners depend advertising results.

WLS
CHICAGO 7

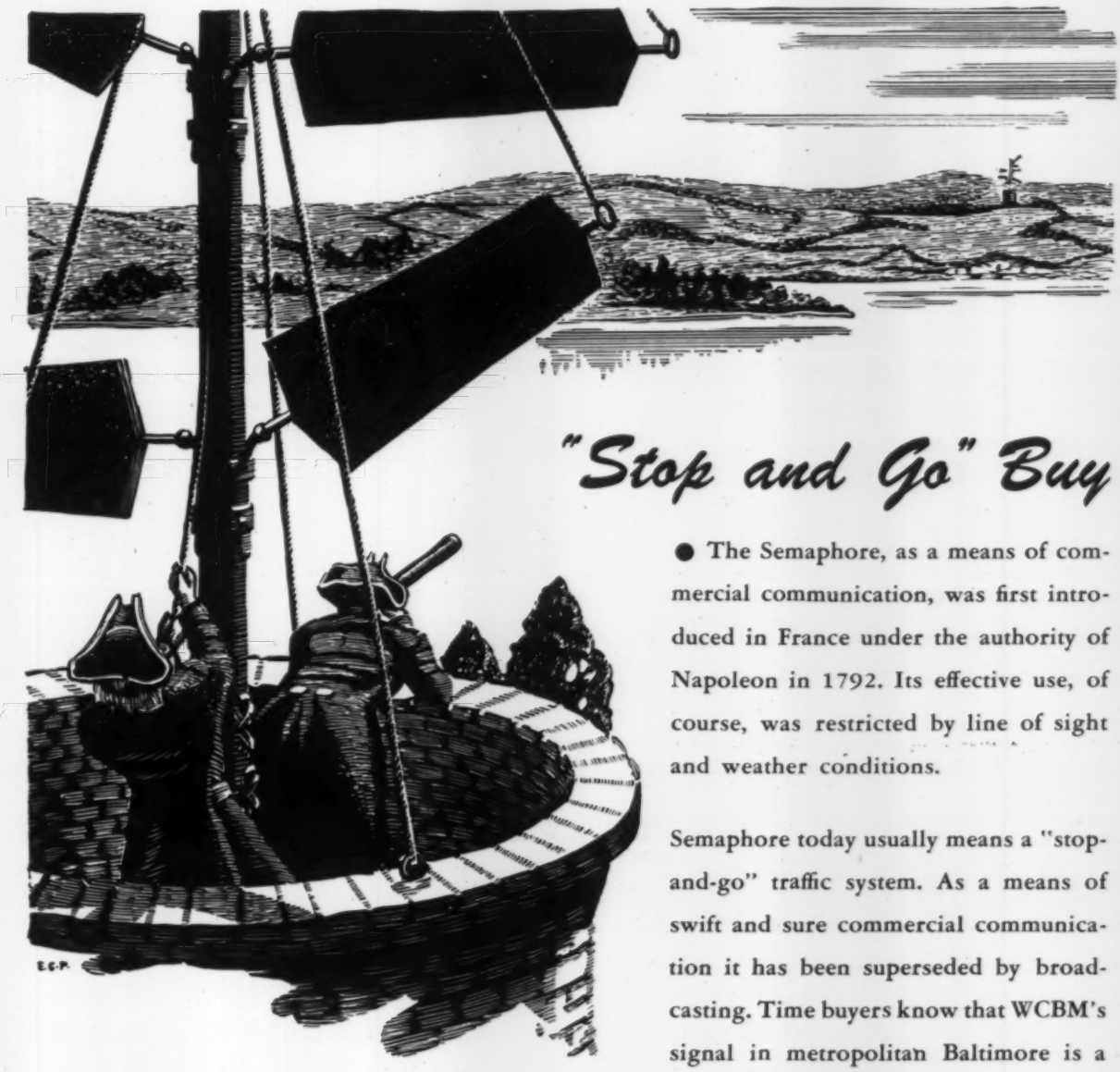
The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair & Company. WLS covers intensively 288 counties in Illinois, Indiana, Michigan, Wisconsin and bordering states.

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX...KTUC, TUCSON...KSUN, BISBEE-LOWELL-DOUGLAS



"Stop and Go" Buy

● The Semaphore, as a means of commercial communication, was first introduced in France under the authority of Napoleon in 1792. Its effective use, of course, was restricted by line of sight and weather conditions.

Semaphore today usually means a "stop-and-go" traffic system. As a means of swift and sure commercial communication it has been superseded by broadcasting. Time buyers know that WCBM's signal in metropolitan Baltimore is a sure means of making people "stop" and then "go" buy!

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

DECISION OF SEN. Wallace H. White Jr. to terminate his 31 years of Congressional service may have future radio regulatory implications. If Republicans win in '48, there's no question Sen. White's friends will urge his appointment as FCC chairman. Sen. White's appointment to FCC was advocated last year [BROADCASTING, March 11, 1946] and while he made no formal statement, it is known he seriously pondered it.

MODIFIED transaction in final stages whereby CBS would acquire 45% interest in its affiliate, KQW San Francisco, with present Brunton ownership retaining 55%. Herb Akerberg, CBS station relations vice president, negotiated contract as substitute for previous transaction for acquisition of KQW outright at $950,000. Sequel to 45% acquisition would be sale by CBS of its 45% interest in WAPI Birmingham to present majority owners headed by Ed Norton and Thad Holt.

JOBS as FCC examiners (hearing officers), virtually lifetime since they'd be removable only by Civil Service, reportedly offered at least seven FCC legal staff members: Jack P. Blume, head of present Hearing Section; Hugh B. Hutchison, chief of AM Facilities Section; J. D. Cunningham, chief of Renewals Section; Leo Resnick, J. D. Bond, Walter Emery, and Joseph Brenner (Brenner in common carriers; others, broadcast). Examiners, subject to requirements yet to be announced by Civil Service, will form FCC's new Hearing Division [BROADCASTING, June 2]. Additional appointment possible.

BBDO, New York, reportedly looking for half-hour radio programs to submit to De Soto and B. F. Goodrich Co. Both advertisers interested in radio for fall.

REPORT CURRENT that Gulf Oil Co. looking at several programs presented by Young & Rubicam, New York, for possible sponsorship, in addition to its *We the People* program Sundays on CBS.

WITHOUT FANFARE, organizing committee of projected NBC affiliates association meets June 10 in Chicago at call of Chairman Harry Bannister, WWJ Detroit. Understood about 60 of NBC's 160 affiliates favor plan and that organizing meeting, possibly at Atlantic City just in advance of NAB convention which begins Sept. 15, will be discussed.

REORGANIZATION of staff in Young & Rubicam, New York, radio department expected when Sigurd Larmon, agency president, returns from Europe in about two weeks. Staff reductions may be involved.

LATEST RUMOR has it that FCC has succeeded in averting deep slash in its upcoming appropriation. Reduction of around $1,000,000

(Continued on Page 86)

Upcoming

June 9: Informal Engineering Conference on Network Television, FCC Headquarters, New Post Office Bldg., Washington, D. C.

June 9-12: Canadian Assn. of Broadcasters Annual Meeting, Jasper, Alta.

June 10-12: RMA Annual Convention, Hotel Stevens, Chicago.

June 14-15: Assn. of Women Broadcasters, First District Meeting, Bond Hotel, Hartford, Conn.

(Other Upcomings, page 76)

Bulletins

CHAIRMAN Charles A. Wolverton, of House Interstate & Foreign Commerce Committee, about-faced Friday to invite Rep. Harris Ellsworth (R-Ore.) to be member of radio subcommittee on White Communications Bill. Maneuver was engineered by subcommittee Chairman Evan Howell (R-Ill.). Rep. Ellsworth at first inclined to refuse invitation, feeling it would place him in awkward position since Chairman Wolverton's initial objection was on grounds he was too closely associated with industry interests as part owner of KRNR Roseburg, Ore. Whether he will finally accept appeared to depend a good deal on tone of Wolverton letter.

HENDRICK BOORAEM Jr., general manager of Hutchins Adv. Co., Hollywood, resigned June 5 because agency "has recently decided not to expand its business on Coast beyond the Philco account." Indicated parting was amicable and "equitable settlement" of contract effected.

RCA DECLARES DIVIDEND

DIVIDEND of 87½ cents per share declared by RCA on outstanding shares of $3.50 commulative first preferred stock for second quarter, following June 6 meeting of Board of Directors in New York. Dividend is payable July 1, 1947 to holders of record June 16.

MBS 400th Salute

MUTUAL has chosen week of June 8-14 to salute its 400th affiliate, WMID Atlantic City, which officially joins MBS that week. Special broadcast originating from WMID will be heard June 14, 9-9:30 p.m., with other MBS feature programs during week originating from the station. Cue to be read after each MBS program during week will be "This is the only network with stations in every State of the nation. This is the World's la gest network serving 400 radio stations."

Business Briefly

WHITEHALL RETURNS ● Whitehall Pharmacal Co., New York (Kolynos, Anacin), which renewed *Ellery Queen* on NBC 52 weeks returns program to air Aug. 3, Sun., 6:30-7 p.m., after vacation starting June 15. Agency, Sullivan, Stauffer, Colwell & Bayles, N. Y.

QUAKER RENEWS ● Quaker Oats Co., Chicago, July 1 for 52 weeks renews five weekly first 15-minute segment of *Ladies Be Seated* on ABC, 3-3:30 p.m. Agency, LaRoche & Ellis, Chicago.

COAST RENEWAL ● General Mills, Minneapolis (Sperry products) June 2 renewed *This Woman's Secret* 52 weeks on 11 NBC Western stations, Mon.-Fri., 4-4:15 p.m. (PST). Agency, Knox Reeves, Minneapolis.

CAMEL REPLACES ● Summer replacement for *Abbott & Costello* sponsored by Camel cigarettes Thursdays on NBC, will be *Horror Stories* featuring Peter Lorre, effective July 3. Agency, William Esty & Co., New York.

ABC CO-OPS SHOWED MARKED INCREASE IN MAY

WITH 55 new sales in May, ABC cooperative program sponsor list is 25% over same period year ago, according to Harold B. Day, co-op program sales and promotion manager. One of largest individual sales during May was *Dick Tracy* program five times weekly to Fred W. Amend Co. (Chuckles candy) in Cleveland, Pittsburgh, Cincinnati and Indianapolis. Agency, Henri, Hurst & McDonald, Chicago.

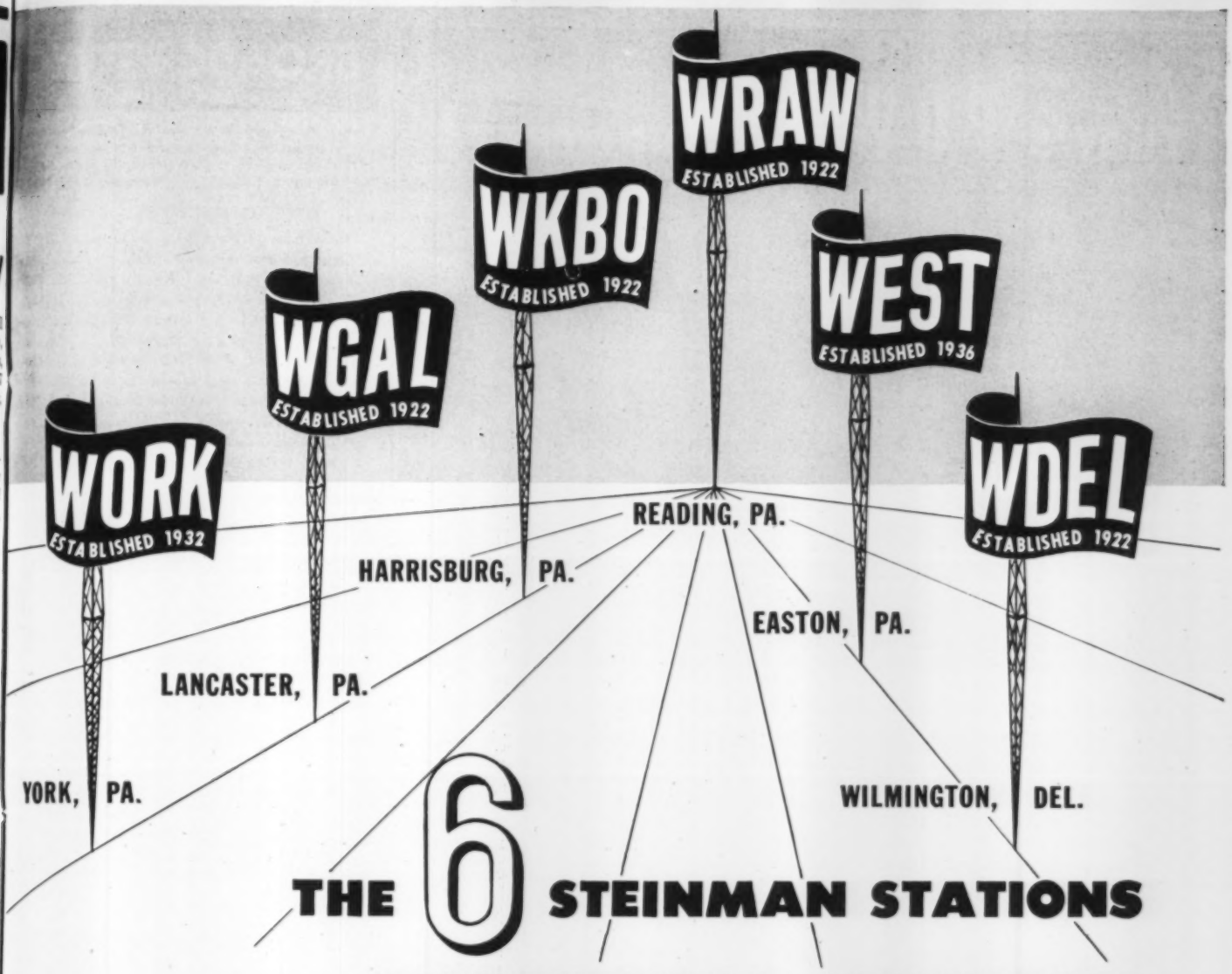
ABC co-op programs leading in sales during May were *Harry Wismer's Sports Show* and *Dick Tracy* each of which added nine new sponsors. Six new sales were reported for Martin Agronsky, with Elmer Davis, Nancy Craig and *Headline Edition* each adding five sponsors. Four sales were made for both *Tennessee Jed* and Baukhage.

ARMY STUDIES AGENCY BIDS

ARMY recruiting service considering bids from five agencies to handle advertising for fiscal 1948. Agencies were: N. W. Ayer & Son, J. Walter Thompson Co., BBDO, Grant Adv., Biow. N. W. Ayer handled Army account during current year when Army spent total of $5,000,000 on recruiting with $1,600,000 earmarked for radio. Budget requirement for next year is identical but uncertain as yet what Congress action will be. Proportion for radio will be same despite overall figure.

VESS COLA ON 49

VESS BEVERAGE Co., St. Louis, for new caffein-free Cola utilizing three-quarters of entire budget for spot campaign. Company conducted test in St. Louis area few months ago which proved so successful it was projected into 25 States. Forty-nine stations now carry campaign. Agency, Olian Adv. Co., St. Louis.



THE 6 STEINMAN STATIONS

assure PROFITABLE RETURNS

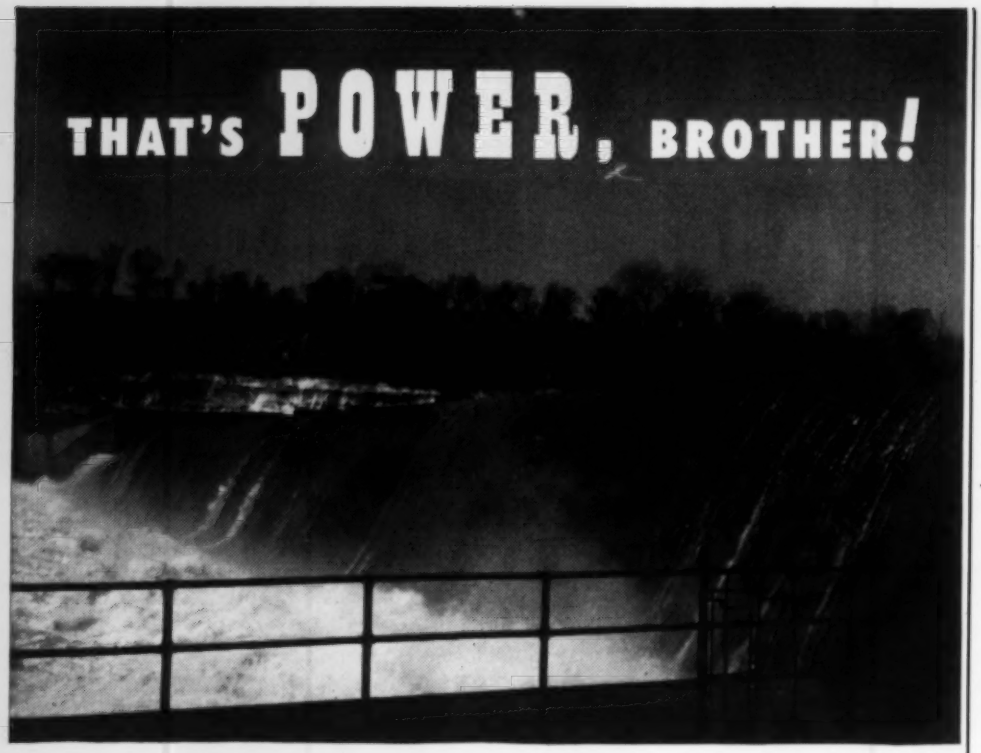
from your advertising dollars . . These six stations present your sales message *economically* in these sales-rich markets—all consistently prosperous because of industrial diversity and advantageous locations. For information—write:

NBC AFFILIATES

SALES REPRESENTATIVE

RADIO ADVERTISING CO.

New York Chicago Los Angeles San Francisco



. . . not just water over the dam

Yes—power is born here—electric power that not only serves one of the largest industrial plants in the Northwest, but also provides electricity for part of the Twin Cities, as well as for government navigation locks. The above dam—between Minneapolis and Saint Paul—impounds waters of the Mississippi.

Water—in proper harness—like advertising, can produce unlimited amounts of power. A smooth, steady selling program can make your time dollar invested on WDGY pay rich dividends in this billion dollar market. Make sure your advertising will not just be "water over the dam"—but be constant and ever-rolling—call Avery-Knodel today for availabilities on WDGY—the station that gives you Minnesota and then some.

Service-Performance-Results

CHARLES T. STUART *President & Exec. Director* • *Ex. Offices—Stuart Bldg., Lincoln*

MINNEAPOLIS **WDGY** SAINT PAUL

5000 WATTS
1130 KC

MELVIN DRAKE
Vice President & Station Mgr.

AVERY-KNODEL INC.
National Representatives

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

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Dorothy Young, David Ackerman, Pauline Arnold, Doris Reddick.

PROMOTION

WINFIELD R. LEVI, *Manager*
Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Irving Marder, Patricia Ryden, Helen Spahn.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

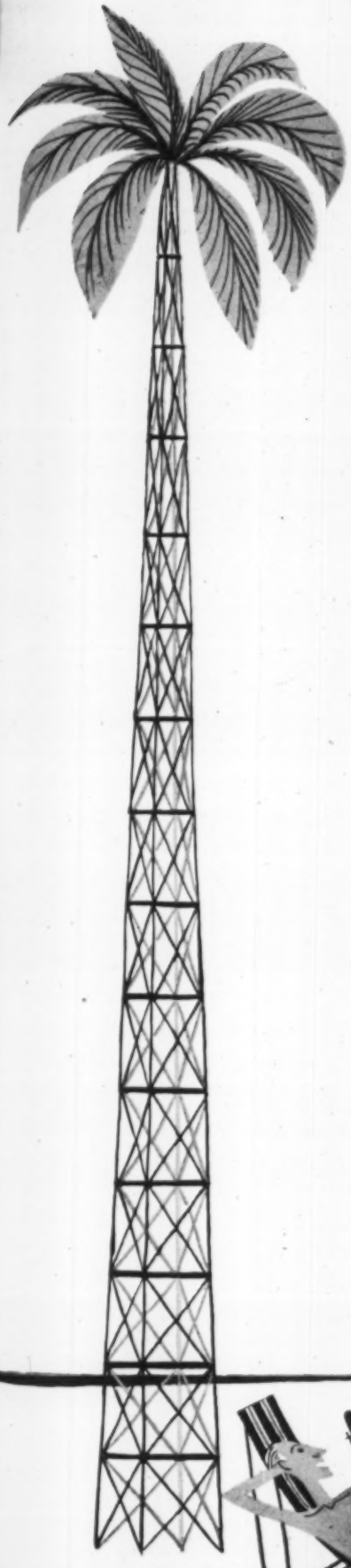
TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING ® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING ®—The News Magazine of the Fifth Estate. Broadcast Advertising ® was acquired in 1932 and Broadcast Reporter in 1938.
® Reg. U. S. Pat. Office

Copyright 1947 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 20c PER COPY



More power to all of us!

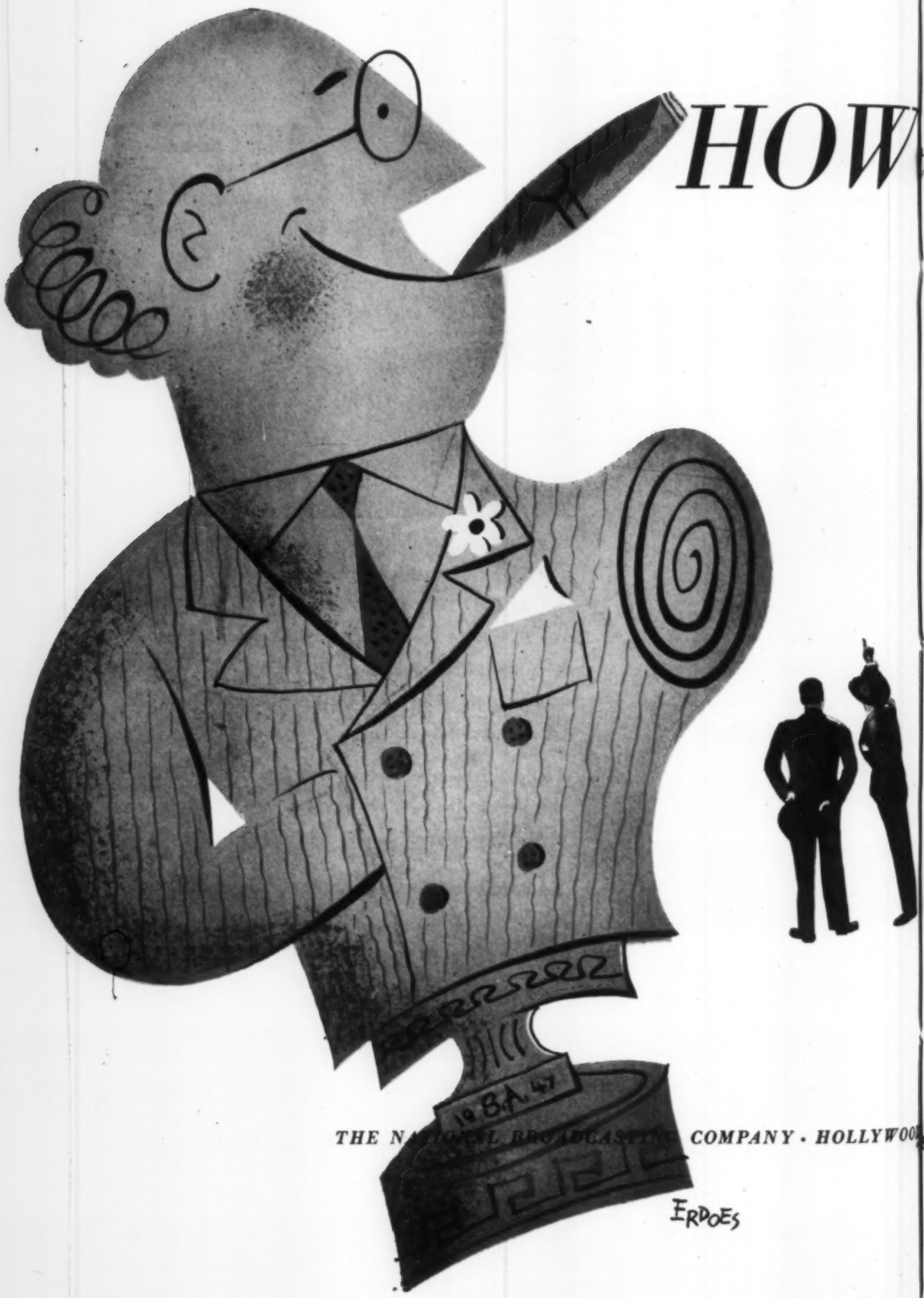
Starting June 15, it looks like a big week for Miami. On that day WGBS, Miami's foremost station – the most powerful in Florida – joins CBS, adding its 10,000 watts to the total power of the network. On June 21 – the summer solstice – Miami's sun also reaches its highest power.

Sun power is vital to Florida. It produces its annual multi-million-dollar crop of citrus, vegetables and tourists.

But equally important to Florida is the combined power of a great station affiliated with a great network. For out of this vast sun-ripened market WGBS and CBS look to produce new and substantial revenues for America's advertisers. And into the homes and living rooms of this market WGBS and CBS look to bring some of the most exciting news and entertainment on the air today.

Things are clearly reaching their zenith in Miami the week of June 15, and that can mean only one thing. It can only mean more power to all of us.

Columbia Broadcasting System



THE NATIONAL BROADCASTING COMPANY · HOLLYWOOD SAN

To be a Successful Advertiser*

with a budget that fits your bankroll

There's one essential of the million-dollar or the hundred-dollar advertising budget—they both have to produce sales. That's why the NBC Western Network has been the first choice of smart sponsors—large, small and in between—for twenty-one years. Firms like Sperry Flour, Tillamook Cheese, Standard Oil of California, Safeway Stores, Wesson Oil and Snowdrift and scores more have proven that the advertising penny becomes the sales dollar quicker, easier and surer when invested in NBC Western Network time.

Richfield Oil Corporation, for example, sponsors radio's oldest network news program. Now in its 17th year on the air, *Richfield Reporter* has broadcast 5,000 quarter-hours of headlines and human interest stories. Carefully edited and specially written for radio, it is presented every evening at 10, except Saturday.

Rating-wise, *Richfield Reporter* tops all Pacific Coast news programs with a robust 10.4 (Hooper, Jan. '47 Report), consistently holding 40-50% of sets-in-use for its period. Currently second among quarter-hour regional programs on the Coast, it has several times ranked along with national programs in the "top 15." And listeners are buyers.

Starting on 5 stations in 1931, *Richfield Reporter* has sparked the steady expansion of Richfield sales territory to its present dimensions: the coverage areas of 14 NBC Western Network stations. It has been an important factor behind the Corporation's 16-year record of increasing sales, profits and dividends. The program represents approximately one-third of the advertising appropriation—it is a potent selling tool.

There's only one *Richfield Reporter*, but it is also only one of many low-cost NBC Western Network programs whose selling records entitle their sponsors to write "Successful Advertiser" after their names. Wouldn't you like to join them?

*In the Far West

SAN FRANCISCO **NBC WESTERN NETWORK**

A Service of Radio Corporation of America

What station are you listening to?

Yes, there are four other stations in the Tampa-St. Petersburg market. But most of the people here listen to WFLA—all of the time. According to Mr. Hooper, WFLA leads in listeners, month after month—ALL day, EVERY day — in the heart of Florida's richest, most-heavily-populated trade area. To pull the purse strings in this prosperous, year 'round Florida West Coast market, use the 5000-watt voice of WFLA.

WFLA
5000 WATTS DAY AND NIGHT
NBC
The Tampa Tribune Station
National Representative JOHN BLAIR & CO.
Southeastern Representative HARRY E. CUMMINGS Jacksonville, Fla.
TAMPA

Feature of the Week

Shown l to r: Mr. Eddy, Mrs. Eddy, Mr. Fallain, Mrs. Hixson and Mr. Everhart

IN CELEBRATION of 25 years of broadcasting, WFDF Flint, Mich., reached back through the years and gave its 1947 listeners a duplication of its first program presented July 10, 1922.

The station, operated by the Flint Broadcasting Co., was issued its broadcast license May 25, 1922 and broadcast on an experimental basis until July 10 of that year, when the first regular program was aired.

Participating in the 10:15-11 p.m. reconstruction broadcast, May 26 were: Clarence E. Eddy, musical director, First Presbyterian Church; Mrs. Eddy; Frank D. Fallain, founder and still technical manager, WFDF; Mrs. Emily Hixson, musical director, Court Street Methodist Church, and Eugene Everhart.

Others who appeared on the initial broadcast but were not present for the celebration, are the late Marion Lawrason Greenwald, soprano; Ruth McLean, contralto; Mrs. J. C. King, accompanist, and Ellen Marie MacLean pianist. The late George D. Perry, then managing editor of the *Flint Journal*, introduced the original show.

Sellers of Sales

"SHIPPING" is an important word in the life of William James McIlvain, radio timebuyer in the Chicago office of the Leo Burnett Co. It was that kind of a department in which Bill first got his start in December 1939 with that agency, and in Uncle Sam's Coast Guard Bill encountered for 51 months another and entirely different type of shipping.

In his position as radio timebuyer, Bill McIlvain has dealt with many radio accounts, including those of Pure Oil, Pillsbury, Club Aluminum, and Horlick's. He has assisted on some phases of the network operation of Pure Oil, American Meat Institute, Brown Shoe Co. and Minnesota Valley Canning, as well as in the production of spot announcements during numerous such campaigns.

BILL

Personable, black-haired Bill McIlvain was born May 2, 1918, on Chicago's north side, and attended high school at Loyola Academy. From there he continued to move around, putting in a year each at Lindbloom and Senn from where he was graduated. In 1936 he hooked up with the Teletype Corp. where he worked two years in a clerical capacity. In December 1939 Bill landed a job in the shipping department of Leo Burnett, thus enabling him to learn the business —and the agency—from the proverbial ground up. After he mastered that job, he was transferred to the traffic department where he remained until August 1941.

Then Bill, like many another fellow, had gotten the patriotic "itch", so he enlisted in the Coast Guard.

He spent two years as an enlisted man, some of that time in Chicago, then attended the Coast Guard Academy in New London, Conn. in May of '43 where he enrolled for a four-month course and came out with his coveted commission.

In September 1943, while Bill was waiting to ship (his ship was in the process of being fitted out) he met his wife-to-be, Pat Murray. She was making a career, at that time, of television, having held down positions on *Printer's Ink* as television editor and on *Frequency*

(Continued on page 79)

Remember the story about...

THE LION AND

THE MOUSE?

They made a monkey out of the mighty monarch of the jungle. He fell prey to a trap. But the mouse knew all the ropes . . . so he gnawed through them and set the lion free.

And the radio moral of the story is: Down here in Washington the way to put on the bite, with no strings attached, is by using WWDC. You'll be free of any sales problems with this sales-result station that gives you low cost per sale. WWDC belongs on that next list!

Keep your eye on
WWDC
IN WASHINGTON, D. C.
AM and FM
Represented Nationally by
FORJOE & COMPANY

IN PEACE AS IN WAR

The Public Interest Gets Public Service from WOAI

SAFETY
ARMY WEEK
PALESTINE APPEAL
SOCIAL SECURITY
TRAFFIC ACCIDENTS
AIR MAIL WEEK
BROTHERHOOD WEEK
MARINE CORPS
NATIONAL RADIO PULPIT
VETERANS ADMINISTRATION
BISHOPS' RELIEF
TEXAS HIGHWAY DEPT.
ARMY-NAVY RECRUITING
JUNIOR YANK (DRIVE)
PRESBYTERIAN HOUR
DISABLED AMERICAN VETERANS
GIFTS FOR YANKS
FEDERATION OF AMERICA
TEXAS WELFARE ASSN.
U. S. MARITIME
STATE HEALTH TALK
FEDERAL HOUSING
LIGHTHOUSE FOR BLIND
CIVIL SERVICE
SUNRISE (EASTER) SERVICE
COMMUNITY CHEST
TEXAS FARM AND HOME PROGRAM
WAR ASSETS
TEXAS SCHOOL OF THE AIR
CHRISTMAS SEALS
USO CAMPAIGN
FOREST FIRES
SAN JACINTO
AAF TRAINING
NURSING
SOCIAL HYGIENE
FIRE PREVENTION
CATHOLIC HOUR
SAVINGS BONDS
MARCH OF DIMES
COAST GUARD
SISTER KENNY
VOTE TOMORROW
SCRAP DRIVE
RED CROSS
PTA

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST----

WOAI San Antonio

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

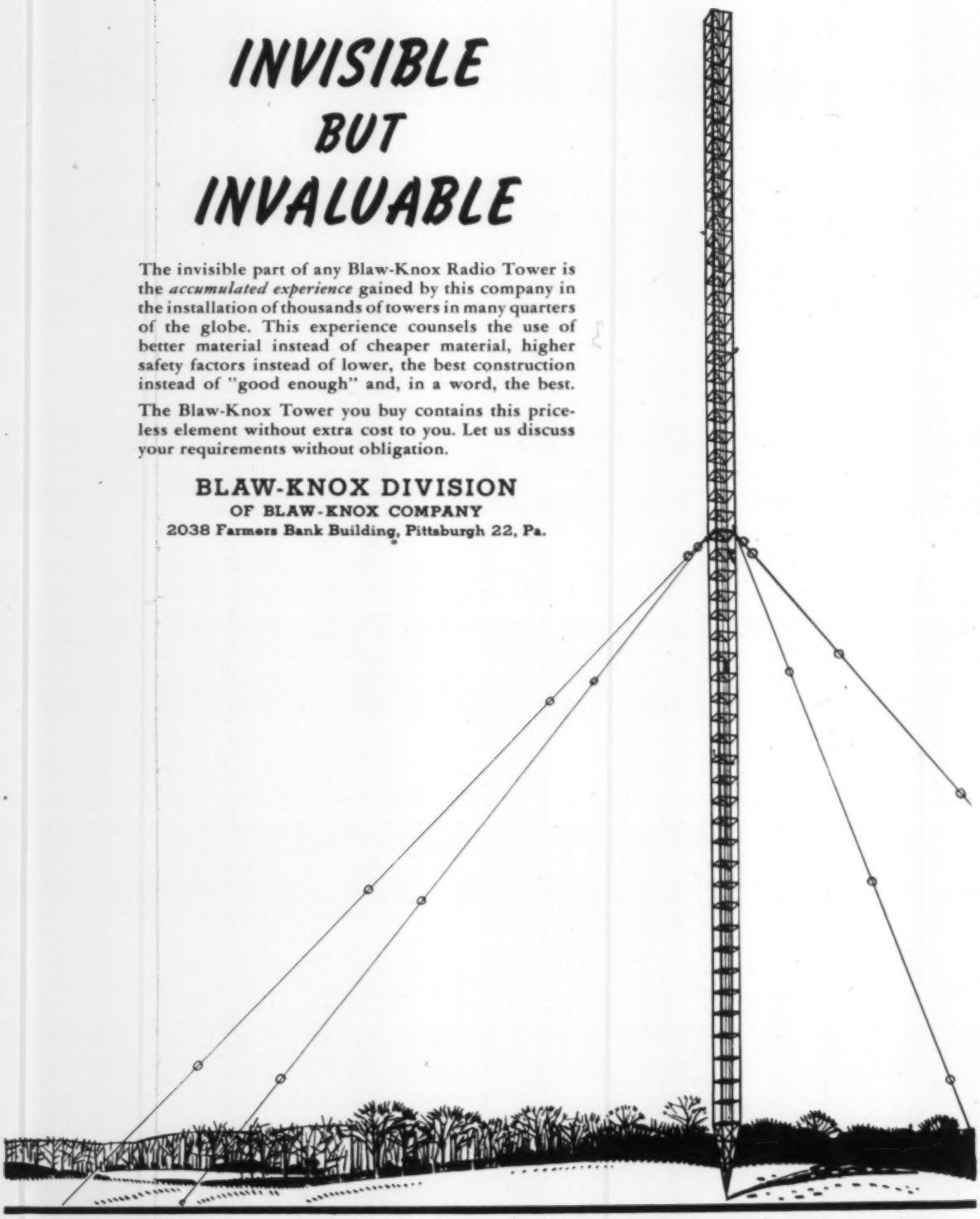
50,000 WATTS Clear CHANNEL

INVISIBLE BUT INVALUABLE

The invisible part of any Blaw-Knox Radio Tower is the *accumulated experience* gained by this company in the installation of thousands of towers in many quarters of the globe. This experience counsels the use of better material instead of cheaper material, higher safety factors instead of lower, the best construction instead of "good enough" and, in a word, the best.

The Blaw-Knox Tower you buy contains this priceless element without extra cost to you. Let us discuss your requirements without obligation.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.



BLAW-KNOX ANTENNA TOWERS

We love you because you report KXOK's total audience has increased 19.1%; Winter-Spring, December 1946 through April 1947, over your same report for the 1945-'46 season . . . because KXOK is the ONLY ST. LOUIS STATION to show an increase in this over-all classification.

We love you because your Winter-Spring (December 1946—April 1947) report shows a 12% audience increase in the Weekday Mornings Period, Monday through Friday, for KXOK over the corresponding period of last year.

We love you because this same report shows KXOK's afternoon audience, Monday through Friday, has increased 30% over last year . . . because Evenings (Sunday through Saturday) show the KXOK audience is 25% larger than last year.

We love you because KXOK's audience gains are most gratifying when the current Winter-Spring report is compared with the preceding Fall-Winter report. In this short period KXOK's "share of audience" in Total Rated Time Periods gained 5% while all other St. Louis network stations lost in the Total Rated Time Periods.

Is it any wonder that sponsors and their agencies love KXOK . . . and the progressive programming policies that have made these spectacular audience gains possible?

KXOK

and KXOK-FM
St. Louis 1, Mo.

630 kc 5000 Watts, full time
Owned and operated by the St. Louis Star-Times

* For complete details, contact your John Blair representative.

NO. 12—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

ADAPTABLE!

This rip-snortin' Texan, friends, is Joe Evans, lately of our Chicago shop, now Manager of our new office in Fort Worth. Though a brand new resident of the Lone Star State for only a few weeks as yet, Joe has an old-timer's knowledge of radio stations and markets there, and in the 47 other states in the U.S.A. Which proves that F&P Colonels are like the spot-broadcasting they sell—versatile, adaptable and *more effective.*

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL

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BROADCASTING
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Radio Races to Meet White Deadline

NAB Leads Fight for Revision After Postponement Denial

By PETER DENZER

AN ALL-OUT EFFORT to revise the White Bill (S-1333) to afford the kind of protection to radio that its author repeatedly has urged, will be undertaken under the aegis of the NAB at Senate subcommittee hearings to get under way June 17.

This course was decided upon by the NAB Legislative Committee at an all-day meeting in Washington last Thursday, after Chairman White (R-Me.) had advised President Justin Miller that his plea for a postponement until July 1, had been rejected. Postponement requests from a dozen other radio entities likewise were rejected. Judge Miller had sought postponement since the present date "provides such short notice that it is impossible to make necessary preparation and arrangements for being in Washington."

Denny, Miller Witnesses

Key witnesses at the hearings, scheduled to run only six days with witnesses limited to about 20 minutes, will be FCC Chairman Charles R. Denny and Judge Miller. Mr. Denny lost no time in requesting first appearance before the subcommittee—now enlarged to seven members—and the request promptly was granted.

Following the Legislative Committee meeting Thursday, Judge Miller again expressed doubt that the industry would be "fully prepared" for the hearings. He said the demanding task of going through the proposed bill had taken up eight hours and that "we have plenty of issues still unresolved." He said that the committee approached the task in the belief that any measure adopted should anticipate that radio must be "in fact as well as in spirit" as free as the press.

Most vigorous opposition to the White bill, as written, centered among the networks, although the industry-wide view was that the measure required major surgery before it could be regarded as remedial. There was general disappointment over the committee's refusal to allow more time to prepare radio's case. It was thought, therefore, that the request might be made to the committee to take further testimony next January—following the summer recess, tentatively planned for late in July.

Such a course was held desirable because the NAB by that time will have drafted its new self-regulation standards, and therefore will be in a better position to present its case against undue control by the licensing authority over normal business and programming operations, which many broadcasters feel are implicit in the White Bill as written.

Decide Against Postponement

Decision of the subcommittee to hold hearings promptly came last Tuesday at an executive session called by Chairman White. Postponement of hearings until the fall—even during the recess—was discussed, but the four members present are understood to have agreed unanimously on the earlier date on the ground that ample notice had been given of Senator White's intention to introduce his bill. Particular point was made of the fact that Chairman Denny sought no postponement, even though he is preoccupied with the chairmanship of the summer-long International Telecommunications Conference in Atlantic City.

Hope for postponement, or possibly a recess after proceedings get under way June 17, was not depaired of entirely. There is ample precedent for the latter course and it is expected that this prospect will be explored with Chairman White by Judge Miller, Niles Trammell, NBC president, Mark Woods, ABC president, Robert D. Swezey, MBS vice president and general manager, and possibly others.

Principal witnesses for the NAB, in addition to Judge Miller, will include Executive Vice President A. D. Willard, General Counsel Don Petty and probably Robert K. Richards, public relations director.

Another 15 to 20 witnesses—individual broadcasters as well as representatives of allied mass media—will be announced within a week, Judge Miller said. It is presumed each will seek the 20-minute al-

(*Continued on page 72*)

New Member of House Group

Rep. ALFRED L. BULWINKLE (D-N. C.)

Lawyer. Born 1883. A member of Congress since 1921. Served as chairman of Institute & Foreign Commerce Subcommittee on communications last session.

New Senate Subcommittee Members

Sen. HOMER E. CAPEHART (R-Ind.)

Indiana farmer and manufacturer, former head of Capehart Radio & Phonograph Corp., now Capehart Division of Farnsworth Television and Radio Corp. Born 1897 at Algiers, Ind. Elected to Senate in 1944 for term ending January 3, 1951.

Sen. WARREN G. MAGNUSON (D-Wash.)

Lawyer. Born Minnesota 1905. Served as member of Congress from 1937 to 1944. Appointed to fill unexpired term of Homer T. Bone in 1944, elected to Senate November 1944 for full term ending January 3, 1951. Member of House Select Committee to investigate the FCC while in the House.

Testimony Invited

INDIVIDUALS and organizations interested in presenting testimony during hearings on the White Communications Bill are urged to wire or phone Ed Cooper at Senate Interstate & Foreign Commerce Committee at the Capitol, National 3120. They are also reminded that under the Administrative Procedures Act they are required to submit testimony in writing 48 hours in advance of the hearing. Oral testimony should be kept within 20 minutes.

Chicago Store Finds Radio Valuable Aid

Goldblatt's Delighted With Reaction to 2 Programs

DEPARTMENT stores, notoriously shy in their use of radio, spent, oddly enough, over $307,000,000 for all advertising in 1946. They lead, in fact, the food, tobacco, drug and cosmetic industries in advertising lineage. Yet the number of department stores that make more than lip-service use of radio can almost be counted on the fingers of both hands.

A notable exception, and one that is giving rival department stores considerable concern, is Goldblatt Brothers, in Chicago. For many years Goldblatt's followed the line of least resistance and spent almost all their advertising on the familiar Meyer-Both illustrated newspaper ads. Then they discovered, through experiments in several types of broadcasts, that radio can do a successful promotional and overall public relations job to increase the effectiveness of other media.

Sales Messages

They found also that they could even "sell" specific items on the air, a factor that had been regarded with high suspicion on the part of competitive department stores.

Goldblatt's formula for successful use of radio is a half-hour five-a-week audience-participation program, *Let's Have Fun*, on WGN. Aside from the laughs and entertainment the program offers its daily audience, the sponsors say it has proven invaluable in supporting major promotions such as fashion shows, cooking schools, sports shows, etc. It has done something else that the run-of-mine newspaper ads fail to do—it has *personalized* the store to the buying public. Store employes from the owners down to the stock room employes are frequent guests on the program to tell the story of modern department store merchandising.

But most unusual about Goldblatt's use of radio is that it is a completely controlled store project. To supervise its two radio shows, Goldblatt's assigned B. A. Richman, sales and publicity director, to the task of making radio an important factor in its overall advertising campaign. With Goldblatt since 1934, Mr. Richman took over active direction of all advertising for the chain of 15 Goldblatt stores in 1938. But it was not until 1945 that Mr. Richman felt convinced radio could do a good job of "selling" Goldblatt service as well as merchandise. In October, Goldblatt's consented to let another sponsor—Jay's Potato Chips—originate a broadcast from their auditorium. By November the store was convinced it was missing out on a good thing and set up its own radio production department, including script writers, a publicity man, a producer (Bill Ballenger) and a cast consisting of Jimmie Costello and Hank Grant, both well known Chicago m.c.'s.

Let's Have Fun, the program selected, was a success from the start—and a success not measured in entertainment quality alone. The program drew crowds by the hundreds every day, so much so that the quarter hour program was extended to a half hour by July of 1946. At the same time Goldblatt's decided to install its own broadcast studios in the store and today is one of the few department stores with such an arrangement. The facilities include a control room, two dressing rooms, and seating capacity for over 800 people.

As a result of the success of *Let's Have Fun* Goldblatt's bought another show—aimed at teen agers. The program, *Teens and Tunes*, is aired each Saturday on WGN with Hank Grant as m.c. and draws capacity crowds of bobby-soxers and high schoolers who, in addition to winning prizes, get the latest news of Goldblatt's junior miss and mister selections. Free cokes and potato chips are also provided.

The program, which soon claimed the highest Hooper of any Saturday Chicago-originated show, was a smash success with the youngsters. It now travels the Chicago area, originating from various high schools and civic organizations and Mr. Richman likes to think of it as a junior USO unit spreading joy and sunshine in the lives of youngsters who might otherwise be lifting hot cars or playing snooker in the corner pool room.

Part of Campaign

Radio as such does not command a special advertising budget, under Mr. Richman's guidance. He considers it as part of the stores' overall promotional campaign with an elastic budget that can be expanded on special occasions. Probably the outstanding such occasion arose only two months ago when Goldblatt's offered more than $3,000 worth of merchandise to the 250,000th guest to attend *Let's Have Fun*.

For three weeks in advance of the actual day Miss Quarter Million was selected, over 1,400 persons jammed the store's auditorium daily to witness the broadcast. On the day of days, it was necessary to call on the Chicago police to turn away the crowds—more than 10,000 being unable to find seats. The contest was claimed to be one of the largest give-away radio offers ever made on a local program. It also made the three Goldblatt brothers highly radio conscious.

"The function of radio," Mr.

(*Continued on page 77*)

P&G Renews Six Daytime Dramatic Shows on NBC

PROCTER & GAMBLE Co., Cincinnati, has renewed six daily daytime serials on NBC for 52 weeks. Programs renewed are: *Road of Life*, Mondays through Fridays, 10:30-10:45 a. m., through Compton Advertising, New York; *Joyce Jordan, M. D.*, Mondays through Fridays 10:45-11 a. m., through Dancer - Fitzgerald - Sample, New York; *Life Can Be Beautiful*, Mondays through Fridays 3-3:15 p. m., through Dancer-Fitzgerald-Sample; *Ma Perkins*, Mondays through Fridays 3:15-3:30 p. m., through Dancer-Fitzgerald-Sample; *Pepper Young's Family*, Mondays through Fridays 3:30-3:45 p. m., through Pedlar & Ryan, New York, and *Right to Happiness*, Mondays through Fridays 3:45-4 p. m., through Compton Advertising.

Drawn for BROADCASTING by Sid Hix

"Call the city hall! Call the FCC! Call anybody, but get this license straightened out!"

Plymouth Gets Plans

N. W. AYER & Son, New York and Philadelphia, currently are submitting radio plans to the Plymouth Division of Chrysler Corp. in an attempt to convince the firm it should use radio. One of the shows submitted is said to feature Garry Moore.

C. Mortimer Named To New GF Duties

Appointed to Vice President In Charge of Marketing

CHARLES G. MORTIMER, vice president in charge of advertising for the General Foods Corp. since 1943, has been appointed vice president in charge of marketing, according to an announcement in New York last week.

In his new post Mr. Mortimer will supervise General Foods marketing services, including sales, advertising, market research and consumer service, Austin S. Igleheart, the firm's president, said.

Mrs. E. B. Myers becomes director of advertising for the company. She joined the firm in 1930 as a publicity writer for the consumer service department. In 1938 Mrs. Myers was named merchandising manager for Sanka and Kaffee Hag, Certo, Sure-Jell and Jello.

Army-NBC-MCA Show

THE U. S. ARMY in cooperation with NBC and Music Corporation of America will start a program on July 6 for 13 weeks in the Sunday 8:30-9 p. m. period on NBC during the Fred Allen summer hiatus. The show will feature Dorothy Lamour, an MCA client, with two or more guests. Henry Russell and his orchestra also will appear on the show. Glenn Hall Taylor, head of N. W. Ayer & Son, Hollywood office radio Dept., will produce the program.

Stanco Discs

STANCO Inc., New York, has started a campaign on more than 100 stations in the northern and southern sections of the U. S. on behalf of Flit household insecticide. Two quarter-hour transcribed programs will be heard on the stations twice weekly. The campaign will continue for 13 weeks in the North and 23 weeks in the South. Agency is McCann-Erickson, New York.

Keeley Sponsors

KEELEY Brewing Co., Chicago, will sponsor all home game telecasts of the Chicago Rockets football team over WBKB, it was announced last week. Under a previous arrangement, the company sponsors boxing and wrestling matches over WBKB three times a week. Agency, Malcolm-Howard Adv., Chicago.

Damm Urges New NAB Meeting Plan

Proposes to Abandon District and Area Meetings

ABANDONMENT of the NAB area-district meeting plan and adoption of a week or 10-day convention including separate subconventions are proposed by Walter J. Damm, vice president and general manager of radio, The Journal Co., Milwaukee (WTMJ, WTMJ-FM).

Mr. Damm

A former NAB president, Mr. Damm has submitted the plan to NAB board members as a means of easing the convention load of station executives, increasing the efficiency of industry gatherings, and cutting the travel burden of the association staff.

Since the board has decided to hold NAB conventions in the spring after this year, with area-district meetings in the autumn, Mr. Damm suggests that a definite two-week period be set aside in which the convention is to be held each year, using the same location.

The main convention would be surrounded by entirely separate satellite meetings such as sales managers, program managers and engineers subconventions, along with related sessions of network affiliate groups, BMI, BMB and others. Mr. Damm proposes that exhibits, with the social activity that they entail, be removed from the convention (see exhibit story page 32).

Entirely new procedure for election of district directors is proposed by Mr. Damm. (NAB's legal staff is rewriting the by-laws to revise election of directors in accordance with board instructions which will be submitted to the membership in June or early July).

Poor Attendance Cited

Under his proposal, which is based on the fact that business sessions held late in the convention are often poorly attended, elections of directors would be held by mail or at a special convention session. At present each district elects its own director, with others elected at conventions. Proposed by-laws changes approved by the board would have directors-at-large and directors representing special groups elected by groups rather than by whole membership.

The idea of subconventions, which is followed on a limited basis by NAB, is based on procedure of the newspaper industry. Mr. Damm contends it would save time and not require the simultaneous presence of three or four station executives at the convention. More intensive consideration could be given problems of specialized groups such as engineers, sales and program managers at subconventions, he said.

Mr. Damm's position is that the annual convention should concern itself with top industry executives. He proposed a special session for small stations, following the ANPA procedure for small newspapers. BMB, BMI and others could participate in the subconventions, he said, with exhibits confined to the engineering session since they do not appeal to owners or station executives as a rule.

NAB's conventions have been crowded with topics of interest to more and more station personnel, according to Mr. Damm, the increased staff attendance disrupting station operations and creating an "unhealthy situation." Only subjects of prime importance to owners and executives should be considered at the main convention, he argued. The annual banquet would be retained.

All committee meetings should be held in Washington, he said, cutting the travel burden of the NAB staff. He added: "If a study were made of the number of man days that members of the NAB staff have been away from their desks in Washington where their main work must be done, and of the amount of money spent for traveling by the staff to various meetings, I believe it would show astounding figures."

Labor Committee Gets Petrillo Report

Truman Mum on Whether He Will Veto Compromise Labor Bill

SECRET REPORT on the activities of James Caesar Petrillo and the American Federation of Musicians was filed with the House Labor Committee last Thursday by Rep. Richard M. Nixon (R-Cal.).

The report was the result of several weeks of intensive investigation by a three-man subcommittee of the Labor group, and will form the basis for one of the most thorough probes ever made of "union racketeering."

The report contains so much "dynamite" that parts of it will probably never be made public since some of the musicians who contributed to it are fearful of retaliation by the music union boss.

Labor Comittee sources said they expected the Supreme Court to hand down its decision on the Petrillo Case within the next two weeks, possibly today (June 9). Mr. Petrillo has been subpoenaed to appear before the subcommittee on the Monday following the Supreme Court's decision.

Thorough Preparation

Chairman Carroll D. Kearns (R-Pa.) of the subcomittee has left no stone unturned in preparing for the grilling of the union leader. He mailed a detailed questionnaire concerning employment of musicians by radio stations to a cross section of stations throughout the country last week, asking for speedy reply so that a compilation can be made by June 15. The questionnaire is aimed to determine:

1.) to what extent stations are forced into featherbedding contracts;

2.) unfair restrictions upon the use of musicians by stations;

3.) whether stations have been prevented from broadcasting live amateur, school, military or religious musical programs "because of rulings or requirements of the union";

4.) to what extent standbys are employed, and the cost of such arrangements;

5.) the strength of AFM in radio.

NAB President Justin Miller urged all broadcasters to cooperate with the subcommittee. He said he had ascertained from Chairman Kearns that the call letters of stations or the identity of station owners will not be used, if requested, during hearings or in the printing of evidence. Judge Miller said he had received a number of queries from station owners.

At the same time he revealed that the Committee is grateful for the response of broadcasters.

Meanwhile, President Truman was guardian of a well-kept secret today—whether or not he will veto

(Continued on page 78)

Record M.C.'s Setting a Fast Pace

Million-Dollar Per Year Salaries for Elite Disc Spinners

By EDWIN H. JAMES

RADIO'S ECONOMICS, often difficult of explanation, last week were as giddy as an astigmatic man trying to read the label on a spinning phonograph record.

From the ranks of radio talent a new aristocracy had emerged—the elite of record m. c.'s who suddenly were earning or about to earn million-dollar salaries for the seemingly inconsiderable job of acting as toastmaster to a stack of shellac.

To the presumable delight of the Collector of Internal Revenue, at least half a dozen disc m. c.'s were in position to earn $150,000 or more a year. One of them, Martin Block, stands to make nearly a million annually if the program he has contracted to do for Mutual [BROADCASTING, June 2] attracts national sponsors as his local shows have.

Mr. Block, who originated *Make Believe Ballroom* on WNEW New York in 1935, may earn $912,000 a year from his programs on WNEW, KFWB Hollywood and Mutual and his weekly appearances on the *Chesterfield Supper Club* over CBS within three years under his present contractual arrangements.

Although no other impressario of the turntables can match bank accounts with Mr. Block, several may be considered safe from immediate penury. Tommy Dorsey, who will act as m. c. on a transcribed show —possibly the ultimate in mechanical programming—has been guaranteed earnings of $1,500,000 in five years and $5,000,000 in 10 by Louis G. Cowan Inc., producer of the series [BROADCASTING, May 19].

Paul Whiteman will get $208,000 a year as ABC's entry in the disc m. c. sweepstakes. He will continue to receive his reported $50,000 a year salary as music director of the network.

Ted Husing, Too

Ted Husing, former CBS sports director, who has been spinning records at WHN New York since last fall, will earn about $130,000 in his first year as a disc m. c., or about $100,000 more than his former salary at CBS.

Andre Baruch and his wife, Bea Wain, disc m. c. team on WMCA New York, reportedly will collect between $130,000 and $150,000 in their first year at the golden business.

The sudden riches promised to successful record m. c.'s were expected in some radio quarters to attract other big-name talent to this somewhat incomprehensible trade. One network executive gloomily observed that if the trend toward platters and patter continued, radio would become nothing more than a giant juke box.

AFRA Concerned

A manager of a New York independent station which "pioneered" in the disc m. c. field was understood to be fearful that the aggrandizement of that business by networks would leave independents with new and painful programming headaches. Independents have usually broadcast record m. c. shows in hopes of capturing the residual audience left by such network programs and daytime serials.

Radio's talent union, AFRA (to which all important disc m. c.'s belong) was frankly concerned at the network interest in record programs. George Heller, executive secretary of AFRA, stating his opposition, said:

"We don't like it," he said. "It's bad for the networks and will

(Continued on page 76)

Proposed Coaxial Rates Draw Fire

Video Network Meeting Expected to Take Up Problem

PROPOSED rate schedule for use of coaxial cable for commercial television networks, filed last week with the FCC by American Telephone & Telegraph Co., will be protested as excessively high for present stage of development of commercial television, video spokesmen indicated last week. Discussion of the coaxial rates is expected to be a major feature of the video network conference opening today in Washington.

The video cable rates, which would cost about $6,000 a month for eight-hour daily service for a New York-Philadelphia sight-and-sound hookup, were described by one video broadcaster as "the best sales argument for programming television by films that has been advanced so far." Others predicted that such charges would speed the development of radio relays for networking television programs, presumably at lower rates.

Proposed rate schedule was presented to representatives of the companies which have made use of the New York-Washington cable on an experimental basis, coincident with the filing of the application with the Commission. Meeting was held last Monday in the office of Lawrence W. Lowman, CBS vice president in charge of television, and was attended by Leonard Cramer, vice president of Allen B. Du Mont Laboratories, and his executive assistant, Paul Eshleman; Charles Bevis, executive assistant to John Royal, NBC video vice president, and Carleton D. Smith, general manager of WRC, NBC-owned and operated station in Washington; Mr. Lowman, and F. R. MacFarland, AT&T program service manager, who outlined the rate schedule.

Telephone company, which for the past year has been transmitting television programs over its cable between New York and Washington on an experimental basis without charge, proposes that this service become commercial on Aug. 1.

Proposed Rates

Company outlined rates as follows:

"For occasional, or part-time service, an inter-exchange video channel (a transmission link between cities) will cost $1.25 per circuit mile for the first hour of use and one-quarter of that amount for each additional 15 minutes of use. In addition there is, for each city, a monthly station connection charge of $250, plus $15 for each hour of use.

"For monthly service the charge will be $40 a month per circuit mile for eight consecutive hours daily, plus $2 a month for each additional consecutive hour. For each station connected on a monthly basis the charge will be $750 a month for eight consecutive hours daily and $50 a month for each additional consecutive hour."

In each case, rates cover video transmission in one direction only, with an additional video channel facility and separate station connections required if service in the opposite direction is desired. Audio channels are available at regular rates, $6 a mile a month for eight hours consecutive daily service. Maximum charges for all occasional service within any one month will not exceed the charge for monthly service for the same consecutive hours, the company said.

AT&T pointed out that these rates are tentative and will be reviewed from time to time as experience is acquired with the use of coaxial channels for television program transmission. Until more facilities are available, company stated, some sharing of circuits will be necessary. Presumably this will be one of the points raised by the prospective users of video networks, who question the propriety of establishing a commercial service until enough facilities are available to provide full service to a number of competitive clients.

If only the New York-Washington area is considered, construction permits already granted will raise the number of television stations to seven in New York, four in Washington and three each in Baltimore and Philadelphia. Each of the existing AM networks is presumably interested in extending its services to television, with Allen B. Du Mont Laboratories also an avowed entry into the video network field. A number of other companies also have expressed some interest.

Plan 2 More Circuits

AT&T now can offer television network interests one circuit each way between New York and Washington, but it will be fall (Oct. 1), the company estimates, before it will be able to provide for hooking Philadelphia and Baltimore into those circuits. Two additional one-way New York-Washington circuits will be added by the middle of 1948, probably both running from New York to Washington.

This would mean that by the summer of 1948, if all goes well, three channels from New York to Washington and one channel from Washington to New York will be available for video network use. This would be a bare minimum for three competing networks, according to officials of prospective video network companies, who declared that time-sharing would be a hazardous way of starting a network.

As an example of video network costs under its proposed rates, AT&T's statement cited a two-station hook-up between New York and Philadelphia. For an hour's

(*Continued on page 79*)

Proposed Rates for Coaxial Cable

RATES proposed by AT&T for television use of its coaxial cable are shown in the tables below, along with a table comparing circuit mileage with airline mileage between points where the cable is now in use. Television rates, which with FCC consent would be effective Aug. 1, are based on circuit mileage; those for audio channels, on airline mileage. For general comparison purposes, the monthly rates for Class A audio channels are shown in parentheses beneath those for television. The tables also include one showing rates for television local channels—those from the interexchange channel to the station—which have been in effect since early this year.

MONTHLY RATES[1]

I. Interexchange Channel Per Circuit Mile Per Month:
   A. $40 for eight consecutive hours (or fraction thereof) per day.
   B. $2 for each additional consecutive hour (or fraction) per day.

II. Each Station Connection,[2] Per Month:
   A. $750 per month for eight hours (or fraction) per day.
   B. $50 for each additional consecutive hour (or fraction).

(Present Class A audio channel rates: $6 per airline mile per mnth, for 16 hours use per day, and 10c for each additional hour (or fraction) per day. For station connections: $75 montly on 16-hour-day basis, and $15 for the first additional hour, $15 for the next two additional hours, and $15 for the next five additional hours (or fractions thereof.)

OCCASIONAL SERVICE RATES[3]

I. Interexchange Channel Per Circuit Mile:
   A. $1.25 for first hour or fraction thereof.
   B. $0.3125 for each additional consecutive 15-minute period of fraction.

II. Each Station Connection[2]:
   A. $250 per month, plus—
   B. $15 for each hour (or fraction) of use.

LOCAL CHANNEL CHARGES

I. $50 per channel, for installation.

II. $20 per quarter-mile of circuit, per month.

III. Terminal Amplifiers at Stations (if supplied by AT&T):
   A. $250 for installation of transmitting amplifier and $60 per month for use.
   B. $250 for installation of receiving amplifier and $60 per month for use.
   B. $250 for installation of receiving amplifier, and $90 per month for use.

IV. Studio-transmitter channels are provided at local-channel rates.

MILEAGES

Points	Circuit Mileage	Airline Mileage
Baltimore to New York	194	172
Baltimore to Phila.	98	90
Baltimore to Wash.	43	35
New York to Phila.	96	83
New York to Wash.	237	206
Philadelphia to Wash.	141	123

[1] For eight or more consecutive hours per day, seven days per week.

[2] A station connection is required where a station transmits to or receives from an interexchange network. Separate station connections are required for transmitting and receiving.

[3] The charges for occasional service in any one month on a section of a network shall not exceed the charges for monthly service on that section.

CCBS Asks More Clear Protection

Hearings on Daytime Skywave Opened By FCC

THE HEARING that will determine at least the immediate future of scores of daytime clear-channel stations, grantees and applicants—FCC's daytime skywave hearing—opened before three Commissioners last Wednesday.

At the end of two days of highly technical presentations, evidence in the still-unfinished proceeding indicated consistent agreement that daytime skywave does exist (it isn't recognized by present FCC rules), but there were varying beliefs regarding its effects, particulaarly at various frequencies.

Clear Channel Broadcasting Service, whose member stations have been fighting daytime clear-channel grants on grounds of interference from daytime skywave, submitted a series of recommendations including:

1. That FCC abandon its policy of requiring daytime or limited-time clear channel applicants to be within 750 miles of the dominant station and, instead, require 1,200-mile minimum separation plus consideration of power and hours of operation;

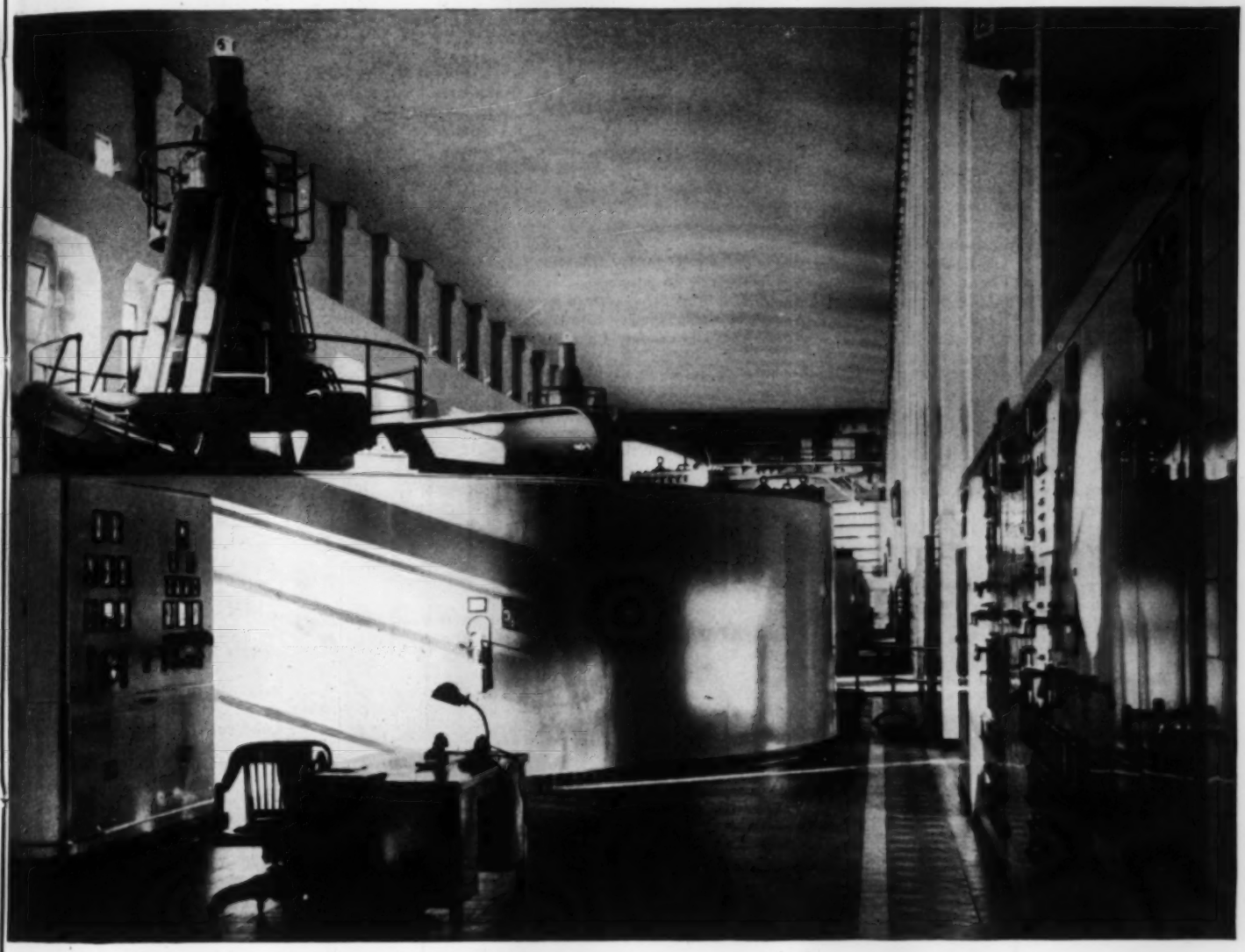
2. That FCC reassign existing daytime and limited-time clear channel stations so they will be at least 1,200 miles from the dominants, and that this be done before action is taken on any pending applications for daytime or limited-time use of 1-A or 1-B frequencies.

3. That in the process of reassigning these stations, "further study" be given their power and hours of operation to insure adequate protection to the dominant stations.

4. That this protection include for 1-A's, protection from skywave and groundwave interference (from two hours before sunrise to two hours after sunset) to their 100 microvolt per meter groundwave contours calculated at an operating power of 750 kw.

5. That the same protection be given at least four 1-B stations

(*Continued on page 78*)



135,000 Wild Horses

That's a generator room at Bonneville Dam, out in Oregon. One flick of the wrist sends both giant generators into action.

We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power.

Our point about W-I-T-H is duck soup from here on. It's the independent station, here in this sixth largest city that means real power when it comes to sales.

For this successful independent in Baltimore, is the station that delivers more listeners-per-dollar-spent than any other station in town.

And one flick of the wrist, as you jot down the call letters W-I-T-H, brings all this sales power to you. Smart time buyers have learned this . . . even in the most competitive fields. If you've got something to sell . . . W-I-T-H can sell it.

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

BMB Board to Study NAB Proposal

Plan for Postponement Of Survey on 10-Day Session Schedule

PROPOSAL of the NAB board that BMB postpone its second nationwide survey of station and network audiences from 1948 to 1949 [BROADCASTING, May 26] is the major consideration that will confront the committees of the tripartite research organization at a series of meetings scheduled to start tomorrow (June 10) in New York. The BMB board is expected to formulate its answer to NAB during the sessions, which will continue with June 10.

Meanwhile, the NAB action has evoked criticism from some advertisers and advertising agencies who feel that the broadcasters should have voiced their feeling earlier and not waited until both the ANA and the AAAA at their spring conventions had endorsed the BMB 1948 study. It was pointed out that perhaps the NAB board was not truly representing the sentiments of the broadcasting industry on BMB.

The BROADCASTING TRENDS survey on BMB made last winter was cited as showing the overwhelming majority of broadcasters who subscribed to the first BMB study in favor of conducting such nationwide surveys every two years or oftener [BROADCASTING, March 10].

This survey, covering a sample properly balanced by city-size, network affiliation, geographical area and base hour rate, reported that 12% of BMB first study subscribers favored a repetition of the study at six-month intervals, 47% thought study should be made annually and 27% favored biennial studies, with 2% voting for once every three years. No answers or no opinions were received from 9% and only 3% said that no further studies should be made.

A possibility was seen that the advertiser agency factions of the BMB board might overrule the NAB group, which presumably will follow its board's recommendation, and reaffirm the earlier BMB board action for a study to be made next year. But such action was said to be unlikely, as it would be tantamount to asking individual broadcasters, whose subscriptions constitute BMB's entire financing, to repudiate the recommendations of their own elected representatives on the NAB board.

Schedule of Meetings

First BMB meeting, June 10-11, will be that of the Finance Committee, to be followed by the Advertising Industry Relations Committee, June 16; the Research Committee, June 17; the By-laws and Procedure Committee, June 18; the Executive Committee, June 19 and the board meeting, June 20.

The BMB Finance Committee will be aided in its deliberations by a special committee appointed by NAB President Justin Miller to assist BMB in providing long term financing for the NAB board recommendation for "establishment of a long-range plan whereby nationwide studies are made at regular intervals and the continuing services of BMB are assured."

Roger W. Clipp, WFIL Philadelphia, is chairman of the BMB Finance Committee, whose other members are Leonard T. Bush, Compton Advertising Inc., and Lowrey Crites, General Mills. NAB special committee comprises: Leslie Johnson, WHBF Rock Island, Ill.; Paul Morency, WTIC Hartford; G. Richard Shafto, WIS Columbia, S. C.; William Way, KVOO Tulsa.

It is anticipated that these committees will give full consideration to the possibilities of revamping BMB's present system of financing its operations by subscriptions for individual studies—called a "stop-and-go" plan by BMB President Hugh Feltis—into a continuous subscription plan along the lines of that used by BBM, Canadian counterpart of BMB [BROADCASTING, June 2].

The NAB special committee probably will be invited to sit in with other BMB committees due to consider the advisability of changing BMB's decision of last fall to make a second study in March 1948 to comply with the NAB request for a year's postponement.

FCC DENIES PETITION FOR WOKO FACILITIES

PETITION of Van Curler Broadcasting Co., applicant for facilities of WOKO Albany, N. Y., requesting immediate grant or oral argument, was denied last week by FCC. The petition took exception to the FCC's decision to declare a waiting period in which to receive new applications and to extend WOKO until Aug. 31 so that it might conclude its operations. [BROADCASTING, April 14, 28]. WOKO had been ordered deleted because of hidden ownership.

Meanwhile last week FCC reported filing of another application for the WOKO assignment by Governor Dongan Broadcasting Corp., composed of a group of 31 businessmen headed by James T. Healy, part owner of WSNY Syracuse, N. Y. The application was tendered before the June 1 deadline set by FCC for acceptance of such requests.

Mr. Healy is president and 22.66% owner of Governor Dongan Broadcasting. Other officers are: Chester T. Hubbell, vice president 6.66%; John Aiello, treasurer 8%; Charles J. Tobin Jr., secretary 2.66%; Ira Mendleson, director, 6.66%. Among the 26 other stockholders is Isadore Bookstein, Justice of the Supreme Court for the State of New York. ABC affiliation is considered.

Sarnoff Salary Reported At $132,703 as RCA Head

DAVID SARNOFF last year received $132,703 as president of Radio Corp. of America and director of National Broadcasting Co. and RCA Communications, according to an RCA report filed with Securities and Exchange Commission, Philadelphia.

Also reported by RCA were gross salaries of Niles Trammell, president of NBC and director of RCA, $90,460, and Frank M. Folsom, executive vice president in charge of RCA Victor Division, $75,460.

Clear Channel Hearings Now Sept. 17 With Further Postponement Expected

RESUMPTION of the clear-channel hearings was postponed by FCC last week from July 7 to Sept. 17 [CLOSED CIRCUIT, June 2]. But another postponement appeared imminent.

The Sept. 17 date falls during NAB's annual convention, to be held Sept. 15-18 at Atlantic City. Not only broadcasters but most of the Commissioners and their key staff members plan to attend the convention.

It was predicted that resumption of the hearings consequently would be delayed for a short time, probably starting the latter part of September or the first of October. A formal postponement order will be issued when exact date has been set. Meanwhile, officials held out little hope that time would permit issuance of a formal decision in the case before the start of the NARBA engineering conference in Havana, currently scheduled for Nov. 1.

But it was felt that the Commission would be able at least to formulate tentative plans for uses of the various channels—which clears, if any, should be broken down; maximum permissible power, etc.—and that this should be sufficient for the purposes of the NARBA engineering meeting, pending issuance of a final formal decision.

The resumption date had been set for June 2. On petition of the Clear Channel Broadcasting Service, it was postponed first to July 7 before last week's action put the date at Sept. 17. CCBS had sought postponement to Oct. 15 if possible, to give its chief counsel, Louis G. Caldwell, additional time to recuperate from his recent illness.

HEARING ON NAPA BILL NEARING COMPLETION

HOUSE JUDICIARY subcommittee is planning to wind up its hearings on two bills sponsored by the National Association of Performing Artists to increase royalties to performers who make recordings of any kind.

Two more hearings are planned for this week—today (June 9) to hear a final panel of proponents, and Wednesday (June 11) to hear additional opposition.

The legislation in question, H. R. 1269 & 1270 was introduced by Rep. Hugh D. Scott Jr., (R-Pa.) at the request of NAPA. Identical legislation has been introduced 11 times in Congress but never until this year received a hearing before a committee.

The American Society of Composers, Authors and Publishers took the spotlight in hearings last Wednesday when its president, Deems Taylor, declared that copyrights should be completely in the control of the author.

If the NAPA-sponsored legislation were passed, he told the committee, composers might be sued for playing interpretations of their own work.

Isabelle Marks, of Decca Records, opposed the plan to give copy privileges to authors, suggesting that such rights be given recording companies as a protection against broadcasters. Recording firms then could set fees for broadcast performance. Kenneth Raine, for Columbia Records, supported the position taken by Miss Marks.

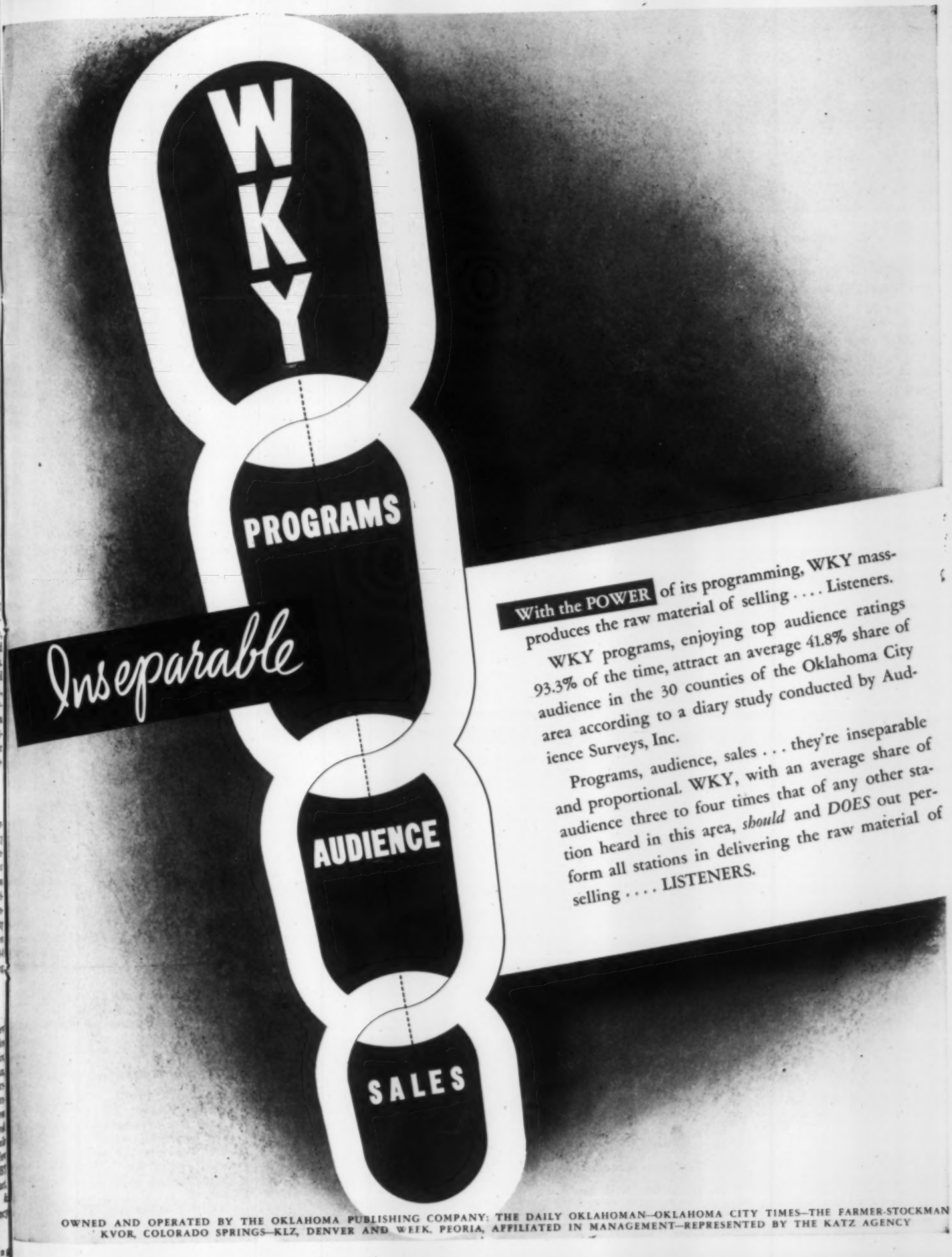
John Schulman, general counsel of Songwriters Protective Assn., opposed the copyright bill but favored the plan to give composers a share of juke box fees. Sydney Wattenburg, general counsel, Music Publishers Protective Assn., opposed the measures.

MBS Renewals

RONSON Art Metal Works, Newark, N. J., and American Safety Razor Corp., Brooklyn, have renewed their programs on MBS for 52 weeks. July 1 Ronson renews *Twenty Questions*, Saturdays, 8:30 p. m. through Cecil & Presbrey, New York. American Safety Razor, July 5, renews *Adventures of the Falcon*, Tuesdays, 8:30 p.m., through Federal Advertising, New York.

NBC Tele Shift

GENERAL FOODS Corp., New York, on July 3 starts a video version of *Author Meets the Critics* NBC Sunday afternoon program on WNBT New York in the Thursday, 8-8:30 p. m. period. New program, scheduled to run for seven weeks, will advertise Maxwell House Coffee. It replaces *Juvenile Jury*, which for the past few months has occupied that WNBT spot for another GF product, Gaines Dog Food. Benton & Bowles, New York, as the agency on both accounts.



With the POWER of its programming, WKY mass-produces the raw material of selling .... Listeners.

WKY programs, enjoying top audience ratings 93.3% of the time, attract an average 41.8% share of audience in the 30 counties of the Oklahoma City area according to a diary study conducted by Audience Surveys, Inc.

Programs, audience, sales ... they're inseparable and proportional. WKY, with an average share of audience three to four times that of any other station heard in this area, *should* and *DOES* out perform all stations in delivering the raw material of selling .... LISTENERS.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN—OKLAHOMA CITY TIMES—THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS—KLZ, DENVER AND WEEK, PEORIA, AFFILIATED IN MANAGEMENT—REPRESENTED BY THE KATZ AGENCY

ASSOCIATE membership in Institute of Radio Engineers, rare distinction for a woman, has been voted Gladys Bunim, who does allocations and radio wave propagation work in CBS' Radio Frequency Division. Only 15 of 18,000 engineers in IRE are women. Miss Bunim is only woman engineer in CBS General Engineering Dept.

Volunteer Broadcasting Co. Is Again Given Proposed Grant for Nashville

FCC PROPOSED ANEW last week to grant the application of Volunteer State Broadcasting Co. for a new 5-kw station on 1300 kc at Nashville, Tenn. (fulltime, directionalized), and that of Newnan Broadcasting Co. for a new 250-w fulltime operation on 1400 kc at Newnan, Ga.

The proposal was identical with that which arose out of the earlier proposed decision [BROADCASTING, Jan. 20, Feb. 3]. It followed a hearing called to hear protests of WATL Atlanta and WJHO Opelika, Ala. The stations claimed they might receive objectionable daytime adjacent-channel and co-channel interference, respectively, from the proposed Newnan operation [BROADCASTING, March 10].

In its supplemental proposed decision, released last Monday, FCC said the interference would affect about 385 WATL listeners and 2,438 in the WJHO area. Other service is available to these listeners, the Commission pointed out.

Both Newnan Broadcasting and Volunteer State originally sought 1300 kc, the former with 1 kw and the latter with 5 kw. In its first proposed decision, FCC concluded that Newnan's need for a station was greater than Nashville's. But it left the way open for a grant of 1300 kc to Nashville if a local channel could be found for Newnan. Volunteer State suggested 1400 kc, which is being vacated in WATL's switch to 1380 kc. Newnan Broadcasting agreed, and FCC made the grants on that basis, until the WATL and WJHO petitions were received.

The grant to Volunteer State, if made final, will culminate a warborn dream of Frank W. Mayborn, Texas broadcaster and publisher, and Edward M. Kirby, public relations counsel, two of the company's principals. They served in the War Dept. together and were on General Eisenhower's staff at SHAEF. Mr. Mayborn is president and half owner of the proposed grantee corporation; Mr. Kirby, former Nashville resident, owns 40% and is executive vice president and general manager. The remaining interest is owned by Earl C. Arnold, dean emeritus of Vanderbilt U. Law School.

Mayborn Interests

Mr. Mayborn owns and operates KTEM Temple, Tex., and publishes the *Temple Telegram* and *Sherman News*. During the war he was executive officer to the Chief of the News Division, War Dept. Bureau of Public Relations, and deputy public relations officer at Supreme Headquarters, with rank of major. He won the Bronze Star for his work in establishing communications out of Paris for radio and press even before the Germans had completely evacuated the city.

Mr. Kirby, former public relations director of National Life & Accident Insurance Co. (WSM Nashville), joined NAB in 1938 as its first Director of Public Relations. He had a large part in developing the first industry-wide code of self-regulation. In 1941 he was made civilian radio adviser to the Secretary of War, and after Pearl Harbor he received an Army commission, rising to the rank of Colonel. He was chief of the Radio Branch of the War Dept's Bureau of Public Relations and later was chosen to establish an Allied radio service for the troops under General Eisenhower. He was awarded the Legion of Merit and received the Peabody Award for "Yankee ingenuity on a global scale."

He is now eastern representative for C. P. MacGregor, Hollywood transcription organization.

Newnan Broadcasting Co. is owned by D. T. Manget, cotton merchant, who has one-third interest; Evan W. Thomasson and his son, James, owner of the weekly *Newnan Times*, who have one-third and one-sixth, respectively, in the radio company; and Ida A. Thomasson, wife of James, one-sixth interest. Newnan, a town of approximately 7,200 population, now has no stations; Nashville, with a population of about 167,500, has four.

Heads Nebraska Group

HARRY PECK, manager of KFOR Lincoln, has been elevated from vice president to president of the Nebraska Assn. of Broadcasters. Previous to becoming KFOR manager in April 1946 Mr. Peck, who has been in radio 14 years, served in various capacities at KFOR's affiliated Charles T. Stuart station in Omaha, KOIL.

Celebrating this June

15 Years of Progress

The fact that CKLW is here, and celebrating its 15th Anniversary this month, is the result of a few important, basic beliefs. They are . . . . .

• We believe that our radio station must **always** fulfill its obligation to accept leadership in matters pertaining to the "public interest, convenience and necessity".

• We believe any tendency to be satisfied with the commonplace is dangerous. Our programming staff must be alert to every new and changing condition in the fast-moving field of broadcasting.

• Collectively, our entire staff shall have and keep a sensitive awareness of what people want, sympathetically reflected in their voice and actions.

That it works out well for everybody is repeatedly proven by countless listener surveys and 101 enviable sponsor success stories!

in the Detroit Area, it's . . .

5,000 Watts
at 800 kc.
Day and Night

CKLW

J. E. Campeau, Managing Director • *Mutual System*

Adam J. Young, Jr., Inc., Natl. Rep. • Canadian Rep., H. N. Stovin & Co.

FREDERIC W. ZIV COMPANY
Proudly Presents

Mr. RONALD COLMAN

YOUR HOST ON

RADIO'S MOST BRILLIANT DRAMATIC PROGRAM

NOW...TRANSCRIBED FOR LOCAL SPONSORSHIP

Never before! A TRANSCRIBED

Famous NAMES

THE FAVORITE STORY CHOICES OF:

• SPENCER TRACY • INGRID BERGMAN • ARCHIE GARDNER
• FRED ALLEN • SHIRLEY TEMPLE • IRVING BERLIN • ORSON WELLES • SINCLAIR LEWIS • RAY MILLAND • CECIL B. DeMILLE
JOAN FONTAINE • GLADYS SWARTHOUT • DEEMS TAYLOR
AND MANY MORE!

Superb ACTORS

IN ADDITION TO MR. RONALD COLMAN, "Favorite Story" features America's finest radio actors. Lurene Tuttle, "first lady of radio", Howard Duff, "Sam Spade" on the network, Janet Waldo, lovely young star of "Corliss Archer" are just three of the dozens of leading favorites who propel each story with vigor, imagination, and genuine artistry.

Unforgettable STORIES

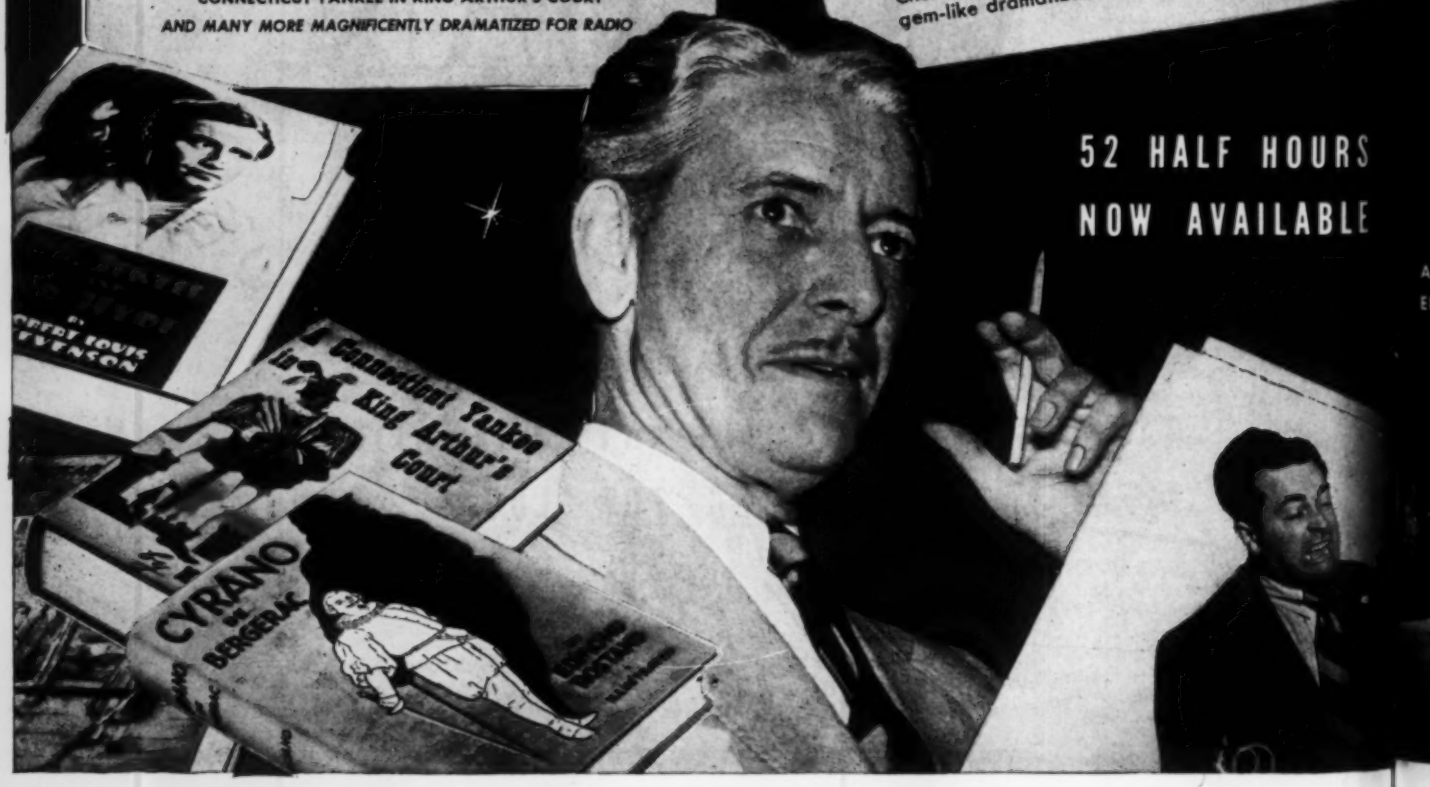
THE BEST-KNOWN, BEST-LOVED STORIES OF THE WORLD'S MOST ILLUSTRIOUS WRITERS:

• CYRANO DE BERGERAC • JANE EYRE • LITTLE WOMEN
• HUCKLEBERRY FINN • LES MISERABLES • WUTHERING HEIGHTS • 20,000 LEAGUES UNDER THE SEA • A CONNECTICUT YANKEE IN KING ARTHUR'S COURT

AND MANY MORE MAGNIFICENTLY DRAMATIZED FOR RADIO

Magnificent MUSIC

A FIFTEEN-PIECE ORCHESTRA makes the musical background of "Favorite Story" one of unprecedented lavishness. The daring and original scores . . . arranged for Favorite Story by Claude Sweeten and Robert Mitchell of the Rob't Mitchell Boy's Choir are thrillingly eloquent illustrations for each gem-like dramatization.



52 HALF HOURS
NOW AVAILABLE

SHOW OF THIS MAGNITUDE . . . .

Mr. RONALD COLMAN in

Favorite Story

A RARE COMBINATION OF PRESTIGE AND DYNAMIC ENTERTAINMENT . . . AN UNPARALLELED TRIUMPH OF TRANSCRIBED SHOWMANSHIP!

JULY 1 DEBUT PLANNED BY KGON OREGON CITY

KGON expects to go on the air July 1 as a 250-w fulltime outlet on 1230 kc at Oregon City, Ore., according to Hale Byron, general manager. Station's modernistic studio-transmitter building is a mile north of Oregon City.

All of KGON's advertising contracts are on a full-year basis, Mr. Byron states, and the station has adopted a policy of accepting no advertising that will compete with advertising from its primary area.

Located 10 miles from metropolitan Portland, KGON has the cooperation of both Oregon City newspapers, which have agreed to run daily quarter-hour program listings, as well as spots, according to Mr. Byron.

The staff, in addition to Mr. Byron, who formerly was commercial manager of KNAK Salt Lake City, include: Cy Smith, program director; Ray Cummins, chief operator; John Ford, operator; Rod Cain, announcer; Doug Bates, news editor; Cathleen Dasch, traffic manager; Lawrence Reed, continuity editor; Temple V. Ehmsen, chief engineer, and H. I. Jackson, account executive.

AMONG program and production managers attending NBC Central Division's second annual meeting for station executives and managers were (l to r): E. C. Ulrick, program director, WLOK Lima, Ohio; Frank Bignell, program director, WIBA Madison, Wis.; Glenn Jackson, program director, WSPD Toledo; Hal Thompson, program supervisor, WFAA Dallas; Dick Watkins, assistant manager, KRGV Weslaco, Tex.; Chester Herman, program manager, WLW Cincinnati; Bob Drake, program director, KANS Wichita, Kan.

NAB Group to Meet

PROBLEMS of small market stations (under 5000 w in cities under 50,000) will be taken up by the NAB Small Market Stations Committee, which meets June 19-20 at NAB headquarters in Washington.

Scoop Shupe

THOUGH he's only 11, Richard Shupe is getting a good start for a newsman. The son of Everett Shupe, KVOR Colorado Springs, Col. station manager, the youngster saw the ambulance go past their home on Cheyenne Blvd. and called KVOR to alert the news staff for a story. He then went out to gather some of the details on the fall from the Pillars of Hercules in south Cheyenne Canyon of 16-year-old Donald Lee DeMark, of Colorado Springs. Donald was killed instantly in the 400-foot fall. KVOR, thanks to the younger Shupe, carried the first reports of the accident, the station reports.

WPTF
first with the
NEWS!

Complete news coverage helps make WPTF the number one salesman in North Carolina, the South's number one state.

WPTF has 11 station editors, reporters, and commentators . . . UP and AP . . . wire recorder . . . plus world wide NBC sustaining and commercial news. They bring the news while it's news to 457,840 radio families in WPTF's BMB area.

TED LEEPER
Farm Director

SAM BEARD
Esso Reporter

FRANK JETER
Farm Editor

CARL GOERCH
State Features

PHIL ELLIS
Director, Special Events

TOMMY WILLIAMS
Regional Reporter

HARRIET PRESSLY
Women's Editor

JIM REID
Sports Editor

ED KIRK
News Editor

BILL HILLIARD
Ass't. News Editor

W. E. DEBNAM
Commentator

WPTF 680 KC 50,000 WATTS NBC AFFILIATE
Raleigh, North Carolina
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Staff Named for KOCO, New Salem, Ore. Station

AL SCHUSS, sportscaster and until recently associated with a Portland advertising agency, has been appointed commercial manager of KOCO, new 250-w Salem, Ore., station on 1490 kc, now under construction. Loring Schmidt, licensee, announced appointment.

RCA equipped throughout, station will start operation in mid-June, according to Mr. Schmidt.

Dave Hoss, recently released from Coast Guard after 41 months service, and prior to that on staff of KORE Eugene and KSLM Salem as well as other Oregon stations, has been made production manager of KOCO. Dwight Loomis, consulting engineer and one-time technician of KGW and KEX Portland, has joined new station as chief engineer.

Building of KFAM's New FM Outlet to Begin Soon

CONSTUCTION will commence soon on KFAM-FM St. Cloud, Minn., new $100,000, outlet of the Times Publishing Co., according to an announcement by the firm last week.

Station's new FM tower, to be erected just south of the city, will rise three times the height of its present AM tower, or 525 feet, the company said. Some equipment already has arrived, and the remainder is expected within the next few months.

To Represent WTNT

APPOINTMENT of Taylor-Howe-Snowden Radio Sales Inc. as national representatives for WTNT Augusta, Ga., was announced last week by Walter J. Brown, chairman of the board. Arrangements were completed by Mr. Brown with Alex Keese, T-H-S general manager. WTNT, an NBC outlet, began operation last January. Edgar W. Teasley, nephew of Mr. Brown, is vice president and general manager of the station.

You can't cover California's Bonanza Beeline without on-the-spot radio

If you wanted to address a crowd in the Yuba Bowl, would you speak outside and shout? Well, the 2 Billion Dollar Beeline Market—California's valley-plus-mountain-ringed bowl—responds to this mountain-circled market the only effective radio coverage comes from stations inside . . . on-the-spot radio.

The combination is simple: In the Beeline market, use the five BEELINE stations because no other group of stations can match their coverage.

Each Beeline station is the oldest in its area, each the local favorite. For example, figures based on BMB reports show station KFBK Sacramento with a 78% daytime-nighttime average rating for the home-county audience. Why not find out what any or all of these Beeline stations can do for you?

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA ▼ PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
10,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

LET'S GO AMERICA

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

WJR

50,000 WATTS

C. B. S.

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

Represented by
PETRY

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

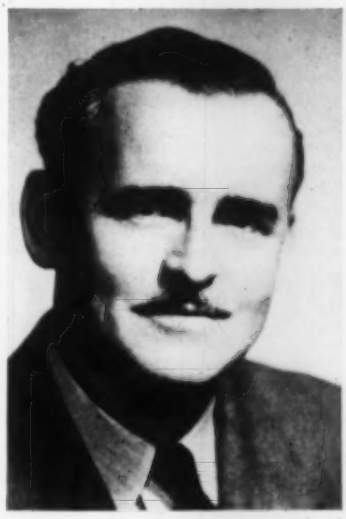
OWEN F. URIDGE
V. P. and Gen. Mgr.

1900 Norman MacKay 1947

NORMAN MacKAY, 47, commercial manager of WBAY Coral Gables, Fla., was killed May 30 in the Eastern Airlines Maryland crash. He was returning to Florida after having accompanied Capt. Eddie Rickenbacker's party on its record-breaking Constellation flight to New York May 28.

Mr. MacKay had been director of advertising and programs for WQAM Miami for 15 years prior to July 1945 when he resigned that post. He was in Hollywood briefly, but returned to Florida to help organize WIRA Fort Pierce. Last September he joined the new WBAY as commercial manager. He was past governor of the Florida Advertising Federation.

He was born in Wollaston, Mass. and was graduated from Brown U., Providence, where he played the drums in a dance band. He went to Miami in 1925, and his first job there was in the classified department of the *Miami Herald*. With Joseph Cotten, now a film star, Mr. Norton participated in several dramatic presentations of the Miami Civic Theatre.



Mr. MacKAY

Besides Mrs. MacKay, he is survived by two sons: Donald, a Navy veteran, and Douglas, honor graduate of Miami Senior High School.

WBAY dedicated a memorial period, 6:15-6:30 p.m. May 31 in honor of Mr. MacKay.

BUILDING REPAIRS LIMIT INCREASED TO $2,500

ALLOWANCE for repairs and improvements to existing buildings or for construction of new buildings has been increased from $1,000 to $2,500 by Housing Expediter Frank R. Creedon. The increase was effective June 1.

Though there has been relaxation of building restrictions since the original construction order was handed down in March 1946, Mr. Creedon said the enormous backlog of deferrable commercial construction prevents removal of all building controls.

"Without the construction limitation order," he said, "there would be a mad scramble for materials, and home building would suffer. Prices on scarce materials would rise even higher than they are now, and the home-builder would be squeezed out in the competition. Therefore, until materials are in better supply than they are now, the construction limitation order will be maintained."

More than $2,000,000,000 in applications for nonresidential construction was restricted by Civilian Production Administraton and the Housing Expediter in a year. Another $3,500,000,000 in backlog has accumulated.

Approval of a $11,500 building project in Edinburg, Tex., was granted to J. C. Looney, who holds an AM CP and conditional FM grant. The approval was based on "essential community facilities to eliminate community hardship."

The AM station, KURV, is assigned 250 w daytime on 710 kc. The building permit was granted after appeal to the Facilities Review Committee of the Office of Housing Expediter.

Baker New WARL Station Manager; Blair to WSCR

RAYMOND W. BAKER, whose radio experience dates back to 1934, has been appointed station manager and assistant general manager of WARL Arlington, Va., co-owners Frank U. Fletcher and Kilbourne Castell have announced. Mr. Baker succeeds Frank Blair, who resigned to become station manager of WSCR Scranton, Pa.

For the past six and a half years Mr. Baker has been with the Tom Tinsley stations, WITH Baltimore and WLEE Richmond, in various capacities. His first radio experience was as an announcer with New York local and network stations.

Bob Wilcox, announcer, also has left WARL to become station manager and program director of WTUX Wilmington, Del. Mr. Wilcox was in the Army just previous to joining WARL, but before that had been with WJBC Bloomington, Ill., WSPB Sarasota, Fla., and WINK Fort Myers, Fla.

KLX Installs

ON MAY 16, KLX Oakland, Calif., started preliminary installation of its new FM transmitter. The FM equipment was hoisted up the walls of the Tribune Tower to the twenty-first floor control room. Installation was supervised by Roswell Smith, KLX chief engineer.

MEASURED RESULTS

Weighing the facts **helps** us to make decisions. But **measured results** give the true answer.

The facts conclude that WMC is first in the Mid-South's Billion Dollar market. **Results** will confirm them!

WMC "the station *most* people listen to *most*"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

NBC AFFILIATE

When it's Memphis you **want** . . . . . .
It's WMC you **need.**

57.5%
OF THE PITTSBURGH AUDIENCE

With a baseball broadcast Sunday, May 18, WWSW held 57.5% of the radio audience for five hours* — this against NBC, CBS, MBS, ABC and other Independent outlets in Pittsburgh and a home game with 32,996 fans at the Pittsburgh ball park. Further proof and justification for our being Pittsburgh's sports station with 15 years of baseball broadcasts, 13 years of football, 14 years of hockey plus comprehensive coverage of all other sports, collegiate, scholastic and professional.

Yet our programming has a wide, popular appeal around the clock. We think the best indication of this is in satisfied sponsors. WWSW has more big department store time than all other stations combined. WWSW has a major part of the beverage business — all airline radio promotion in the city for over a year and on and on — but ask Forjoe & Co.

Baseball Co-sponsored by The Atlantic Refining Co. and General Mills, Inc.

MORE LISTENERS PER DOLLAR IN PITTSBURGH

WWSW

& FM WMOT

* *Survey based on 1395 telephone calls (coincidental radio survey) conducted by Sullivan-Rayhawk. Reports of survey are available here and at Forjoe for the asking.*

CAB's Jasper Sessions Open Today

Reports and Business Meeting on Agenda First Day

[*Advance registration and story,* BROADCASTING, *June 2*]

PANEL DISCUSSIONS on radio selling, FM, and research, as well as business sessions dealing with Parliamentary Radio Committee, electrical transcription network, musicians problems, copyright fees, and a full report on BMI Canada and Bureau of Broadcast Measurement are on the agenda of the 13th annual meeting of the Canadian Assn. of Broadcasters at Jasper Park Lodge, Jasper Park, Alta., June 9-12.

Lt. Col. Rogers

Lt. Col. Keith S. Rogers, CFCY Charlottetown, and CAB president, will open meetings at 10 a. m. today, and morning session will be devoted to business meeting. Harry Sedgwick, CFRB Toronto, and CAB board chairman, will welcome delegates, after which Henry S. Dawson, CAB manager, will make his report, new members will be introduced, and committees appointed. Afternoon session will be devoted to reports from CAB executives, report on performing rights fees, date and place of next annual meeting, directors' recommendations, discussion on Parliamentary Radio Committee presentation. Luncheon will be addressed by Joseph Sedgwick, CAB counsel, on "The Parliamentary Radio Committee." Western Assn. of Broadcasters will give a cocktail party, and evening session will be devoted to three NAB films on "Radio for Retailers" with Douglas Scott, CAB director of broadcast advertising, as commentator.

Second Day

Second day of convention will be devoted to morning session on radio sales, with Bert Cairns, CFAC Calgary, as chairman, and speakers including Wis. McQuillin, Cockfield Brown & Co., Toronto; Ted Campeau, CKLW Windsor-Detroit; William Guild, CJOC Lethbridge; Guy F. Herbert, All-Canada Radio Facilities, Toronto; Douglas Scott, CAB, Toronto. Luncheon, under chairmanship of Dick Rice, CFRN Edmonton, will be addressed by John J. Gillin, WOW Omaha, on "International Aspects of Broadcasting."

Tuesday afternoon will be turned over for annual meeting of Bureau of Broadcast Measurement (BMB) with Lou E. Phenner, BBM president, as chairman. Speakers include Adrian Head, J. Walter Thompson Co., Toronto; Hugh M. Feltis, and John Churchill, BMB, New York; Sam Barton, Industrial Survey, New York; and Walter Elliott, Elliott-Haynes Ltd., Toronto.

Canadian Marconi Co., Montreal, cocktail party precedes annual dinner which will be addressed by Judge Justin Miller, NAB president, on "Free Speech and Free Enterprise." Harry Sedgwick will be chairman.

Wednesday Session

Wednesday morning will have first panel session on FM under chairmanship of George Chandler, CJOR Vancouver, with speakers Ralph Snelgrove, CFOS Owen Sound; Malcolm Neill, CFNB Fredericton; and Henry Dawson, CAB Toronto. Second panel session on Radio Research will be under F. H. Elphicke, CKWX Vancouver, with Walter E. Elliott; W. Byles, Spitzer & Mills Ltd., Toronto; M. Rosenfeld, MacLaren Adv. Co., Toronto; and Ken Soble, CHML Hamilton, as panel speakers.

Luncheon will be addressed by Bob Burton, BMI, New York. Golf tournament under chairmanship of William Speers, CKRM Regina, follows, with sightseeing tours for those not playing under direction of T. A. Evans, CAB secretary-treasurer, Toronto. Wednesday evening CAB is host to Canadian Mfgrs. Assn. and dinner will be addressed by W. J. Sheridan, Canadian Chamber of Commerce, Montreal, on "The Price of Freedom."

Thursday morning session will be devoted to CAB business, election of officers, report on musicians union situation, electrical transcription network and other problems. Following a directors' luncheon and closed business meeting in afternoon, CAB convention adjourns.

KTUL AND PRESS SQUARE OFF

Irked by Jibes at Radio, Manager of Station Voices Some Criticism Too

IT'S RADIO vs. the press in Tulsa's battle of words, with radio getting in the last lick—so far.

The whole thing began when John Esau, vice president and general manager, KTUL, got his dander up at the *Tulsa World's* frequent gibes at radio, and decided he would be radio's defender and give the press a "taste of its own medicine." So on his program, *Seven Days Till Now*, Mr. Esau made an indictment of the "blood-curdling trend prevailing in the newspaper's comic section."

KTUL reports these ensuing exchanges:

The newspaper's managing editor demanded to hear a recording of Mr. Esau's statement, but made no further move until a short time later when Mr. Esau wrote to the City Commission suggesting a "traffic improvement" involving a parking ban on three blocks across from the station and grading the alley behind the station for employe parking. To this the *World* shot back on page one arguing that it would penalize park visitors and make them walk further. Mr. Esau's reply to this on KTUL's *News Room* charged the *World* with "giving its own views on the front page, rather than a factual account of the truth." But the paper ripped back with another page one story on Memorial Day, which said that in spite of the efforts of Mr. Esau, "Tulsans turning out to honor the city's war dead will still be able to park their cars . . . " To which the station manager retorted, "It is shoddy and disgraceful for a metropolitan newspaper, such as the *World*, to use Memorial Day as a caption for a story that amounts to nothing but a difference of opinion between the paper and this person."

Then, to top it off, Mr. Esau sent Managing Editor Lee Erhard a small radio set—with the dial welded to KTUL's frequency.

Releases Carson

CAMPBELL SOUP Co., Camden, N. J., will release Jack Carson, star of CBS *Jack Carson Show*, following June 25 broadcast, enabling him to start in fall for Sealtest Inc., taking over time utilized by NBC *Sealtest Village Store*. Campbell Soup Co. contract held until February 1948.

CAPELL BELIEVES RMAC WILL EXCEED '46 PEAK

CANADIAN radio manufacturers had biggest production year in 1946 and anticipate bigger production in 1947, S. L. Capell, president of Radio Manufacturers Assn. of Canada, and general manager of Philco Corp. of Canada, stated at 18th annual meeting at Niagara Falls, May 30. Wartime production of radio equipment which went to all parts of the world, gave Canadian manufacturers a reputation for superior equipment which has resulted in big postwar export orders for receivers, Mr. Capell said.

A. D. Dunton, CBC chairman of board of governors, spoke to RMAC delegates on "Radio and Democracy" and pointed out that "a heavy responsibility rests on radio to ensure that it provides for the fair and free transmission of all main viewpoints."

Mr. Capell was re-elected president, with F. R. Deakins, president of RCA Victor Co., Montreal, re-elected vice president, and S. D. Brownlee re-appointed as executive secretary.

LECTURERS FOR SUMMER RADIO INSTITUTE LISTED

NAMES of 11 of the 12 speakers who will present a series of lectures in conjunction with the sixth annual NBC-Northwestern U. Summer Radio Institute opening June 23 have been announced by Judith Waller, public service director of NBC Central Division, and co-director of the institute.

Following are scheduled to appear:

C. E. Hooper, C. E. Hooper Inc.; Clifton Utley, NBC news commentator; Ken R. Dyke, NBC vice president in charge of broadcast standards and practices; Walter Emery, FCC attorney; Thomas Compere, NBC Central Division attorney; Russell Winnie, manager of WTMJ Milwaukee; Don Fedderson, acting chairman of the radio department of N. U. School of Speech; Arno Huth, of the New School of Social Research, N. Y., and former radio consultant to U. S. Legation at Berne, Switzerland; Frances Farmer Wilder, CBS; Dr. Franklin Dunham, chief of the radio branch, U. S. Office of Education, and Noran Kersta, manager of NBC N. Y. Television Dept.

Course offers advanced professional radio training with lectures to be presented twice weekly in NBC Chicago studios.

GUESTS AND STATION officials attending formal opening of CKOV Kelowna, B. C., May 10 included (l to r): P. Aylen, manager, CJAT Trail; Mrs. J. W. B. Browne; J. W. B. Browne, CKOV managing director; Mrs. R. Diespecker, wife of R. E. Diespecker, CJOR Vancouver; F. H. (Tiny) Elphicke, manager, CKWX Vancouver; L. S. Hawkins, British Columbia manager of Canadian Marconi Co.; T. C. (Mickey) McGuire, All Canada Radio Facilities, Montreal office; Allan Black, Cockfield, Brown & Co., Vancouver.

NAB Record Equipment Display Set

Three-Fourths of Acre Will Be Available For Exposition

By J. FRANK BEATTY

LARGEST display of broadcasting equipment in industry history will be staged at the Exposition to be held in connection with the NAB's 25th Convention at Atlantic City, Sept. 15-18.

Three-fourths of an acre of actual booth space will be available to manufacturers and other associate members who wish to show their products during the convention. Thus for the first time delegates to an NAB convention will be able to examine all types of equipment without the handicap of cramped quarters.

Newest developments in electronics will be shown by manufacturers, including high-power FM transmitters and other equipment not in production at the time of the Chicago convention last October.

The display space on the arena floor of Convention Hall totals 30,000 square feet, divided into four blocks. These blocks will be separated by a 24-foot aisle lengthwise, and a cross aisle 14 feet wide.

Since the convention meetings are to be held in an auditorium tucked away at the west end of the arena floor, all persons attending sessions must pass through the exhibit aisles. The auditorium, to be separated from the exposition by high partitions, will provide seats for 3,000.

Plans for the exposition are being prepared by Arthur C. Stringer, NAB director of special services, who was in Atlantic City last week looking after the details. Forms covering all aspects of exhibition will be mailed to associate members in the near future.

The main exposition will be silent, though equipment can be operated provided it does not create noise. Several audition rooms, each seating about 150, will be available in the balcony for use of exhibitors.

Increased Space

The arena ceiling is high enough to accommodate a 150-foot tower. Exhibit space is five times that available at Chicago last year, with wide aisles in addition. All types of electrical current will be available, up to 20,000 watts, including two types of direct current.

Between the exposition and the auditorium will be lobby space 200 feet wide and 70 feet deep, over twice the size of the entire display space last October. Exposition space will be available in units ranging from 10x10 feet up to two booths 42x20 feet.

This space will accommodate associates who had eighth floor space at the Palmer House last year. Transcription exhibits must be silent, though exhibitors may use the balcony audition rooms. NAB will provide private audition rooms at boardwalk hotels for exhibitors who desire them in addition.

Equipment to be exhibited will consist of heavy items such as transmitters and towers; light apparatus such as turntables and playbacks; and transcription and research displays.

Exhibits will be open from 9 to 5:30 p. m. during the four convention days, but will be closed for sales and demonstration purposes when the convention is in actual session. Only associate members in good standing as of July 15 are entitled to space.

NAB is taking complete charge of exposition and convention arrangements. Over 1,800 rooms are under option at boardwalk hotels and these can only be reserved through use of the special NAB forms which will be sent to members. Special forms are also to be used for exhibitors.

Meeting rooms are available on the arena floor and in the balcony. Luncheons will be served in meeting rooms for special Monday clinics and in the balcony auditorium for general luncheons and the annual banquet. The balcony auditorium is large enough to seat 5,000 or feed 3,500.

Adequate time will be provided for installation, with the auditorium permitting exhibitors to start work at 8 a. m., Sept. 10.

Dry Propaganda

NEW ENGLAND stations are receiving form cards, inspired by dry groups, objecting to beer advertising. Newspapers in the area are being subjected to the same pressure campaign.

NBC Dinner Will Honor 11 New Club Members

NBC Central Division will induct 11 new members into its Ten and Twenty Year Clubs at the annual dinner, presided over by I. E. Showerman, division general manager, in Chicago June 11.

Of the 11, nine will draw membership in the Ten Year Club, bringing its total to 99. They include: Frank Golder, Fred Shidel, Hugh White and Minor Wilson, all of the engineering department; Dave Garroway and John Holtman, announcers; Jack Galbraith, network salesman; Rolland Reichert, night program traffic manager, and George Gilbert Jr., assistant guest relations manager. Two other NBC veterans—Robert Fitzpatrick, engineer of WMAQ Chicago and Donald Marcotte, network music library manager—bring membership in Twenty Year Club to five.

F.O.B. NASHVILLE

By rail, truck, air and water, goods move rapidly to and from the Nashville market area. Such fast and economical transportation helps to keep industry running at top pace; and to build a stable, well-balanced market. It's important to manufacturers here that 43% of the nation's people live within 500 miles of Nashville, so that plenty of buyers are in easy shipping distance. And you can cover the rich Nashville trade area—at reasonable listener cost—over WSIX.

5,000 WATTS 980 KC
AMERICAN • MUTUAL

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

Did you say 7 in the City for a Farm Program?

County agents and farm youth organizations from the 47 agriculture-rich Ark-La-Tex counties and parishes discuss pertinent farm topics and problems.

Complete weather reports and forecasts broadcast daily, direct from the U. S. Weather Bureau Station in Shreveport.

Up-to-the-minute livestock reports from all important centers in the country, and complete market reports from the entire Southwest are Farm Journal "exclusives."

Yes, and we'll say it again: "The KWKH Farm Journal has a Hooperating of 7 in Shreveport for the first quarter-hour." Coupled with a 5.2 for the second part, the show's average is 6.1 *in the city!* Loaded with top "live" talent and a wealth of farm data, we knew it was a natural for our thousands of rural listeners. But imagine our surprise to find city-folks like it, too. Nine months a-building, we now offer Farm Journal for sale for the first time. Here's a chance to cover *all* the $1,000,000,000 Ark-La-Tex with *one* show! It's on five-a-week . . . available in quarter-hour segments, or complete.

Wire, Phone, Write: Commercial Department, KWKH, or call a Branham man. Don't delay.

Kemble Named Manager Of KDB Santa Barbara

EDWARD H. KEMBLE, sales service manager of Don Lee Broadcasting System, Hollywood, has been appointed general manager of KDB Santa Barbara, station owned and operated by the regional network. Appointment was made by Lewis Allen Weiss, vice-president and general manager of Don Lee.

Mr. Kemble succeeds Thomas Finlay (Fin) Hollinger, who resigned to join KIST Santa Barbara as manager, working under Harry Butcher, owner. Associated with the network for past ten years, Mr. Kemble has been promotion manager, sales traffic director and an account executive.

Mr. Hollinger was station director of CJLS Yarmouth, N. S., in 1939. He joined Don Lee in December 1941, becoming manager of KDB one year later.

THE AMERICAN Assn. of Advertising Agencies' newly elected chairman and vice chairman get together with the AAAA headquarters staff in New York. Seated, l to r, are T. D'Arcy Brophy, president, Kenyon & Eckhardt Inc., New York, and vice chairman of AAAA; Mrs. L. W. Mackenzie, and J. C. Cornelius, executive vice president for the West of BBDO Inc., Minneapolis, and chairman of the AAAA board. Standing, O. Karl Giesen, Kenneth Godfrey, Harold Beckjorden, President Frederic R. Gamble of AAAA, Richard Schneidker and Richard Turnbull.

WGAR Plans 50 kw Start This Summer

Pierce Supervising Testing And New Installation

MID - SUMMER operation by WGAR Cleveland on its new power of 50 kw was anticipated by John F. Patt, vice president and general manager, after receipt of the FCC decision authorizing the station to increase power from 5 kw to 50 kw on 1220 kc [BROADCASTING, May 26].

Work is nearing completion on the station's modern $350,000 two-story building, which will house a new RCA 50-kw transmitter being installed and tested under the supervision of R. Morris Pierce, WGAR vice president in charge of engineering, plus an auxiliary RCA 5-kw transmitter, and emergency Diesel power supply with provision for FM transmitter.

The new structure, located at the station's transmitter site in Broadview Heights, Ohio, will have an exterior of white painted brick stone and glass block. Inside there will be approximately 5,000 square feet of floor space and complete mechanical ventilation. Heating system will be oil, except for partial use of air to cool transmitter.

WGAR began broadcasting Dec. 15, 1930, with 500 w on 1480 kc, receiving a boost to 1 kw in 1932. Station was then with NBC Blue and retained that affiliation until 1938 when it joined CBS and received a power increase to 5 kw. In 1939, following the Havana Treaty, the station applied for 1220 kc with 50 kw, but withdrew the request for more power in light of the FCC war freeze order.

Long Controversy

FCC's grant of 50-kw power to WGAR is regarded as another step in a long fight with WADC Akron, which reportedly is now preparing an appeal to the courts.

The WGAR-WADC rivalry for 1220 kc dates to 1942. WGAR won the frequency with 5 kw in 1943, on condition that it improve its signal when materials became available. The Court of Appeals for the District of Columbia affirmed that grant in 1944. In July 1945 FCC called WGAR's attention to the condition attached to the grant, and the Cleveland station filed for 50 kw the following month.

WADC filed for the same facilities in October 1945. The two applications were set for hearing on Feb. 1, 1946, and on the same date FCC issued a conditional grant, pending hearing, to WGAR. The conditional grant was withdrawn on petition of WADC on May 10, 1946, after the hearing was held in April. FCC's proposed decision was issued Oct. 8, 1946.

It is estimated that the new power will increase WGAR's coverage area by 500,000 to 2,225,000 persons, according to station spokesmen.

NOW—WITH 5000 WATTS—

WSBT Has Added 138,680 Radio Families* to its Primary Coverage

960 KILOCYCLES
COLUMBIA NETWORK

WSBT
SOUTH BEND

*Estimated by counties from BMB Report

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

...and it's aired twice--for one price!

Cover
Fort Worth and Dallas
with KFJZ-WRR

Just get a picture of your client's sales message covering two different markets, either at simultaneous or separate hours —that's double coverage.

Then get a picture of your client's pleasure when you tell him this coverage will cost him only one price—that's diplomacy! When you and your client hold both of these pictures up to the light, you'll clearly see that the economical way to cover the billion-dollar Fort Worth-Dallas markets is to do it with KFJZ and WRR. Two markets—two stations—one price.

TEXAS BEST RADIO BUY

KFJZ FT. WORTH — **WRR** DALLAS

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

Iowa, Formerly Isolation Stronghold, Finds Strong Appeal in Foreign News

WORLD affairs hold a strong appeal for listeners to Iowa newscasts, through the Midwest once was a stronghold of isolationism, according to a study conducted by the U. of Iowa under a grant from WMT Cedar Rapids.

Prof. Meier

The analysis was based on a technique developed by Douglas Grant, WMT program manager, and Prof. Norman Meier of the university's Psychology Dept., with Prof. Wilbur Schramm aiding in a supervisory capacity. Dick Baxter, U. of Iowa graduate student, conducted the study.

Iowa listeners are most interested in news stories which directly affect them, and are least interested in routine obituaries and Hollywood gossip, it was found. Forign news was in second place, outranked only by national news. State and local news followed. Individual stories in each category drew divergent reaction.

Mr. Baxter auditioned a group of 30 typical but fictional news stories for 1,300 persons. Care was taken in selection of stories, style of writing and delivery. Four separate transcribed newscasts were rotated, with different arrangement of types of news. Questionnaires accompanied rating charts. Typical cross-section of the Iowa audience was tested.

Listener's occupation is the main influence in selection of stories, it was found. Local news showed a marked popularity in the localities concerned but was rated low by outsiders.

Top-ranking stories were found to contain elements close to everyday lives of most persons, such as housing, food, travel and weather.

Inside Story

JOHN GUNTHER'S latest best seller, *Inside USA*, in his chapter on "Mormons and Utah" gives Mutual Correspondent Arthur Gaeth credit for leading the fight to maintain "freedom of the air" while he was with the Intermountain Broadcasting Corp. in Salt Lake City. The book tells the inside story of Mr. Gaeth's efforts in the fight that rocked Salt Lake City and the Mormon Church.

McGee Commercial Rates in San Diego

Crosby Named Top Male Singer In Journal's Anuual Poll

BING CROSBY attained highest total of 1,052 ballots to become top male vocalist in first annual poll conducted by *San Diego Daily Journal*, according to Terry Nolan, radio editor. Poll was taken in 11 program categories with total of 1,872 ballots being cast.

In response to question of which program's commercial did most to sell its product, respondents placed *Fibber McGee & Molly* (Johnson's wax) first. Following it were *Henry Morgan* (Schick razors) and *Jack Benny* (Lucky Strike cigarettes).

The balloting:

Comedy: Jack Benny, 399; Fibber McGee & Molly, 354; Red Skelton, 280. **Commentators:** Walter Winchell, 697; Drew Pearson, 293; Fulton Lewis Jr., 278. **Children's programs:** Lone Ranger, 540; Let's Pretend, 420; Cisco Kid, 109. **Mystery programs:** Mr. District Attorney, 454; The Whistler, 307; Inner Sanctum, 231. **Male vocalists:** Bing Crosby, 1,052; Perry Como, 171; Frank Sinatra, 121. **Girl vocalist:** Dinah Shore, 617; Jo Stafford, 355; Ginny Simms, 220. **Local programs:** 1170 Club aired on KSDJ. **Forum:** Town Meeting of the Air, 632; University of Chicago Roundtable, 531; People's Platform, 480. **Daytime serials:** Lorenzo Jones, 202; Ma Perkins, 196; Aunt Jenny, 137. **Classical music:** Telephone Hour, 847; Metropolitan Opera, 222; Boston Symphony, 188.

Significant result reflected by poll is seen in fact that quiz programs appear to be the most listened to, according to Mr. Nolan, since only 66 ballots failed to vote in that category. Limited appeal of daytime serials is reflected in absence of votes in 934 ballots, Mr. Nolan pointed out.

Ballot which was run in newspaper for seven publishing days contained five top Hooper programs in each category with space for write-in. Henry Morgan with a total of 124 ballots was most written-in.

WWJ-TV STARTS 5-DAY SCHEDULE OF TELECASTS

WWJ-TV, television station of the *Detroit News*, went on the air with a regular program schedule June 3. Hours of operation are Tues.-Sat., 2-5:30 p. m. and 7-9:30 p. m.

Opening day schedule included a short program featuring the publishers of the *News*, W. E. Scripps and W. J. Scripps, in charge of the new radio operation.

Telecasting of two Detroit Tigers baseball games each week also was launched on WWJ-TV's opening day, with Ty Tyson, veteran WWJ sportscaster [BROADCASTING, May 26], doing the play-by-play of a game between the Tigers and New York Yankees. Telecasts of the games are sponsored by Goebel Brewing Co.

Opening night's schedule on WWJ-TV included programs sponsored by Chevrolet, U. S. Rubber Co., and Bulova Watch Co. A program sponsored by J. L. Hudson Co. the following night (Wednesday) marked the consummation of a television contract signed two years ago.

When you
"TEE OFF"
on the
Greater Kansas City
Sales Course . . .
. . . KCKN will keep your
SELLING PROGRAM "out of the rough"
When your sales messages are delivered through KCKN, they head "straight down the fairway" toward Greater Kansas City listeners. For KCKN—and only KCKN—programs specifically and exclusively to please the metropolitan tastes of in-the-money, eager-to-buy Kansas Citians. Not a minute of KCKN's broadcasting schedule is planned for the thinly-spread farm and small town audience. Instead, KCKN's programs—and your selling story—are aimed for the eight hundred million dollar (AFTER taxes) buying power of Greater Kansas City.
To reach the concentrated sales potential of Greater Kansas City—without the rate penalty of out-state coverage—hire KCKN.
KCKN
Kansas City
The Voice of Greater Kansas City
BEN LUDY, GENERAL MANAGER. KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER. KCKN, KANSAS CITY
CAPPER PUBLICATIONS, Inc.
NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

Now

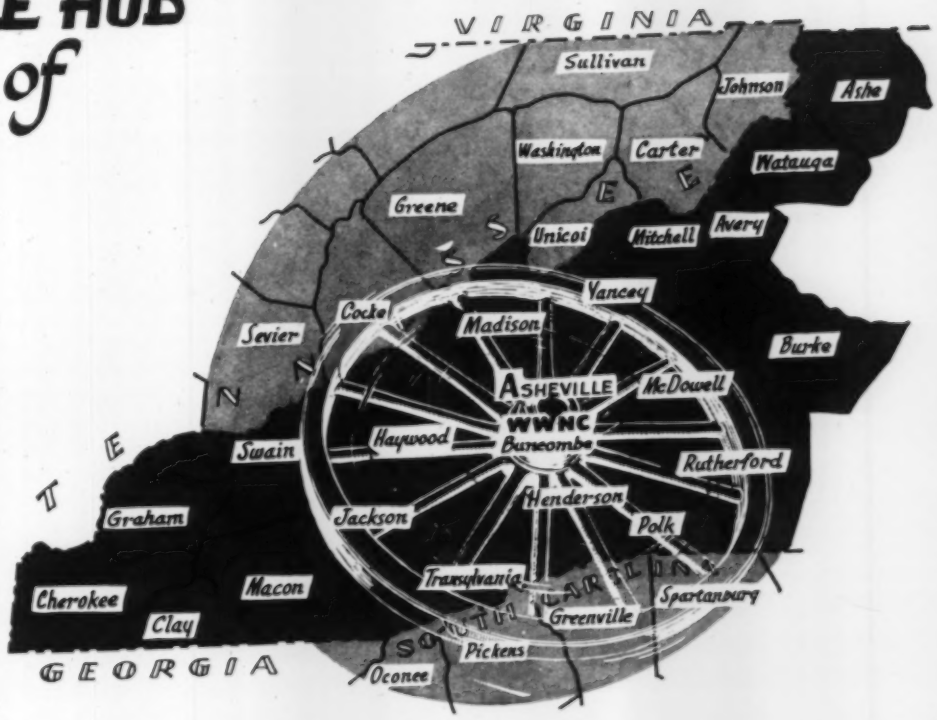
Station WWNC (CBS)

5000watts

DAY and NIGHT

WWNC—ASHEVILLE

THE HUB of



WESTERN NORTH CAROLINA!

Represented By Headley-Reed Company

Sanford, Fla.'s First AM Station Now Operating

SANFORD, Fla.'s first station, WTRR, took the air May 20 with 250 w fulltime on 1400 kc, amidst the congratulations and good wishes of Sanford's mayor, city manager, county commission chairman and chamber of commerce.

The new staff, as announced by Manager James S. Rivers, consists of Joe Parris, commercial manager; Emerson Brown, chief engineer; Bruce Smith, chief announcer; Raymond Hobbs, program director; Peggie Duncan, receptionist-stenographer, and Betty Cullum, copywriter.

James E. Hardie

JAMES E. HARDIE, 23, announcer of KTRB Modesto, Calif., died May 31 from injuries received two days previously in a traffic accident.

JEWELL SPOTLIGHTS CHICAGO

City's Radio Facilities Are Presented With Showmanship By Production Firm

WITH A "SPOTLIGHT on Success," Jewell Radio Productions, Chicago, has sent out a brochure to "give advertising agencies everywhere a more complete picture of Chicago Radio; its broad experience of past success, its ability of the present, and its outlook for the future."

Printed and illustrated in sepia, the book presents Chicago as a "proving ground for successful radio advertisers." Among the first sections are those presenting the facilities and programs of the four networks' Chicago operations, showing personnel and studios.

Center spread shows coverage of Chicago radio stations and lists all the city's outlets. The Chicago Radio Director's Guild, Management Club, Writer's Guild are written up with illustrations, as is the television staton WBKB, with a two-page spread.

"Chicago's Illustrious Alumni" list is followed by several pages of pictures of Chicago actors and actresses, singers, singing groups, and announcers and m.c's. The city's AFRA rates completes the brochure.

"We firmly believe," says James E. Jewell, president of Jewell Radio Productions, "that, dollar for dollar, no other city in the United States can match the value of a Chicago produced show. We invite cost comparisons."

VICTOR NORTON HEADS AMERICAN HOME FOODS

VICTOR T. NORTON has been named president of American Home Foods, according to an announcement last week by Walter Silbersack, chairman of the board.

Mr. Norton

An executive vice president of the firm since December 1946, Mr. Norton has had over 20 years experience in the food field, including procurement, manufacturing, research, sales and general administration. He was formerly assistant to the president of Jewel Tea Co., vice president of Cudahy Packing Co., and vice president and director of Kenyon & Eckhardt.

Gurth F. Chambers, who recently resigned as vice president in charge of sales of Lever Bros. has been appointed vice president in charge of sales of American Home Foods.

It was also announced that Robert L. Benjamin, American Home Foods vice president and executive committee member, has resigned his 12-year affiliation with the corporation to head new organization in food field soon to be made public.

American Home Foods products include Clapp's Baby Foods, G. Washington coffees and broth, Duff's Baking Mixes, Chef Boy-Ar-Dee Foods and Burnett's Food Flavors.

Packaging Agency's Role In Video Brodsky's Topic

THE ROLE of the packaging agency in television never will be defined until the advertising agencies do it, Philip Brodsky, president of Video Assoc. Inc., New York television package program agency, said May 29 at a luncheon honoring firm's first anniversary.

"Actually," Mr. Brodsky stated, "the package is a specialist, and as such, offers a solution in the present tussle for program control between agencies and broadcasters. Working with the packager as an intermediary, the agency would retain this control, and, at the same time, the studio, perhaps more willing to deal with television technicians, would be more inclined to grant the greater laxity desired by the agencies."

Lesly to Do Manual

PHILIP LESLY, vice president of Harry Coleman & Co., Chicago public relations firm, has signed a contract with Prentice-Hall, New York publishers, for a *Public Relations Manual* to be published in the fall of 1948. The manual will have more than 40 sections on different aspects of public relations, each prepared by an authority in that particular field.

TOP NATIONAL AWARD

THE CITY COLLEGE OF NEW YORK

Award of Merit

TO RICH'S, INC.

ATLANTA, GEORGIA

FOR THE CREATION OF THE MOST EFFECTIVE INSTITUTIONAL RADIO PROGRAM

CLASS: SPONSORS, ADVERTISING AGENCIES AND PROGRAM PRODUCERS

FOR THE YEAR 1946

RICH'S RADIO SCHOOL

BY THE COMMITTEE ON NATIONAL RADIO AWARDS OF THE ANNUAL CONFERENCE ON RADIO AND BUSINESS THE SCHOOL OF BUSINESS AND CIVIC ADMINISTRATION OF THE CITY COLLEGE OF NEW YORK APRIL TWENTY-SECOND AND TWENTY-THIRD, 1947

Harry Morgan, President THE CITY COLLEGE OF NEW YORK

produced under the supervision of

WGST

GEORGIA TECH STATION ATLANTA

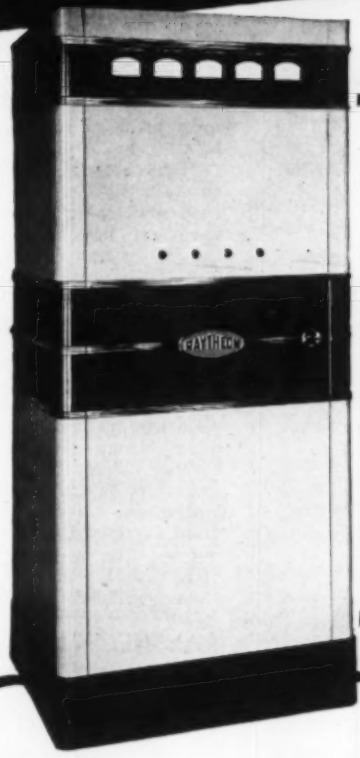
5000 Watts Day — 1000 Watts Night.

Represented Nationally by: THE KATZ AGENCY, INC.

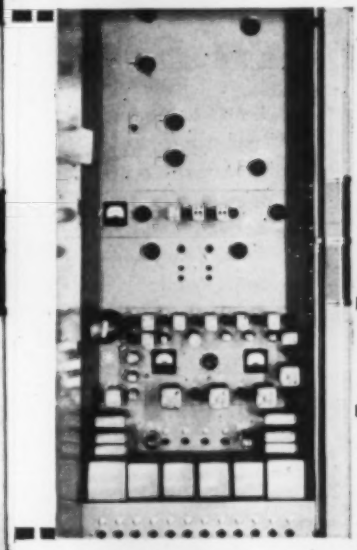
RAYTHEON'S 250 WATT FM TRANSMITTER

INCORPORATING THE NEW

Cascade PHASE SHIFT MODULATION



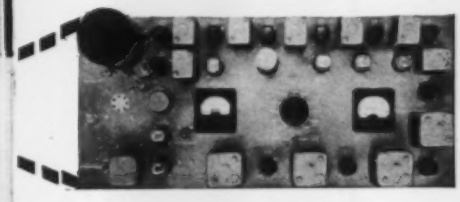
250 Watt FM Transmitter, also standard exciter unit for all higher power.



Thorough tests in actual competition with all other systems of modulation have proved the superiority of the Cascade Phase Shift Circuit—in signal quality, simplicity and dependability.

Raytheon's Cascade Phase Shift Modulation is a basically direct circuit which adds the phase shift of six simple stages to produce the required phase shift needed for high fidelity modulation—at an *inherently* lower noise level. This extremely simple circuit eliminates the major faults of other systems and brings important advantages never before possible (See features).

Carefully compare and you will buy Raytheon. *Place YOUR order now for Fall delivery.*



Above—Complete Cascade Phase Shift Modulator. Left—Front control panel of Transmitter.

YOU WILL WANT EVERY ONE OF THESE TEN IMPORTANT FEATURES . . . ONLY RAYTHEON CAN GIVE THEM TO YOU

1. Simplified circuit design thru the *Cascade* system gives stability and efficiency to Raytheon FM.

2. Direct Crystal Control, independent of modulation, gives positive and automatic control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers are used. A single high quality crystal does the job.

3. An inherently lower noise level is achieved by Cascade Phase Shift Modulation which adds the phase shift of six simple stages.

4. Very low harmonic distortion—less than 1.0% from 50 to 15,000 CPS with 100 KC frequency deviation.

5. Conservatively operated circuits prolong tube life—prevent program interruptions.

6. No expensive special tubes. The modulator unit uses only inexpensive receiver type tubes of proven reliability.

7. Unit construction. There is no obsolescence to Raytheon FM Transmitters. Add an amplifier later to give the desired increase in power. All units are perfectly matched in size, styling and colors.

8. Simple, very fast tuning. Circuit can be completely tuned up in two or three minutes without external measuring instruments.

9. Lasting economy. Low first cost—low power cost—advanced engineering design—plus modern styling, guarantee years of satisfaction.

10. Easy to service. Excellent mechanical layout, vertical type chassis and full height front and rear doors make servicing fast and easy.

RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division

7517 No. Clark Street, Chicago 26, Illinois

RAYTHEON

Excellence in Electronics

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

New WNAM Goes on Air As 1-kw Daytime Outlet

WNAM, new 1-kw daytime outlet in Neenah-Menasha, Wis., began operations May 23 on 1280 kc, according to an announcement by Don C. Wirth, vice president and general manager. Dedication ceremonies, however, were held May 25, with local civic and fraternal organizations taking part.

Mr. Wirth

Staff members announced by Mr. Wirth are Les Sturmer, program director, and E. W. Fliegel, chief engineer.

Station is owned by the Neenah-Menasha Broadcasting Co., which holds a conditional grant for a 3 kw FM station.

CBS SHOWS PRESS ALSO ERRS

New Program on WCBS Takes to Task Newspapers —Indulging in Sharp Criticism of Radio—

NEWSPAPER criticism of radio no longer is news but it remained for CBS last week to turn the tables neatly with a program which is definitely news by the "dog bites man" definition.

Titled *CBS Views the Press*, the show is aired 6:15-6:30 p.m. each Sunday over WCBS, the network's New York outlet. In the program's debut last week CBS commentator Bill Hollenbeck gave the New York press a critical going-over with gloves off, pulling no punches.

As an example of questionable journalism Mr. Hollenbeck cited the sensational treatment by the New York press of a story about families on relief being housed in metropolitan hotels. He termed this "a newspaper lynching party . . . about as sorry an exhibition as the press . . . is capable of putting on." Mr. Hollenbeck noted also that Jack Gould, *New York Times* radio editor, in taking Clem McCarthy to task in print for announcing the wrong winner of the Preakness, got somewhat confused himself and named the wrong race. Mr. Gould said it happened during the Kentucky Derby.

Mr. HOLLENBECK

According to Edward R. Murrow, CBS vice president, the new series is presented on the theory that "freedom of the press and freedom of radio are inseparable and that mutual criticism will benefit both."

U. S. Berlin Broadcaster Standing Treason Trial

FIRST TREASON trial in New England since the Revolutionary War started in Boston Federal court last Monday with Douglas Chandler—the Berlin "Paul Revere" broadcaster—as defendant. He was indicted for treason last Dec. 30 in Massachusetts. As the plane bringing him from Germany was forced down in that state, he must be tried there, according to law.

"By reason of (his) broadcasts, through the German radio broadcasting company," charges the indictment, "(he) did give aid and comfort within the United States and eleswhere to the German Reich." Mr. Chandler was born in Chicago.

Another American, Edward L. Delaney, Illinois writer, charged with treason, and later released, was still in Germany, awaiting his American passport. He was hired as a commentator by the Nazi foreign office. "Maybe I was misguided in broadcasting factual information on the Berlin radio from January 1940 until the U. S. entered the war," he explained, "but then I went off the air and stayed off."

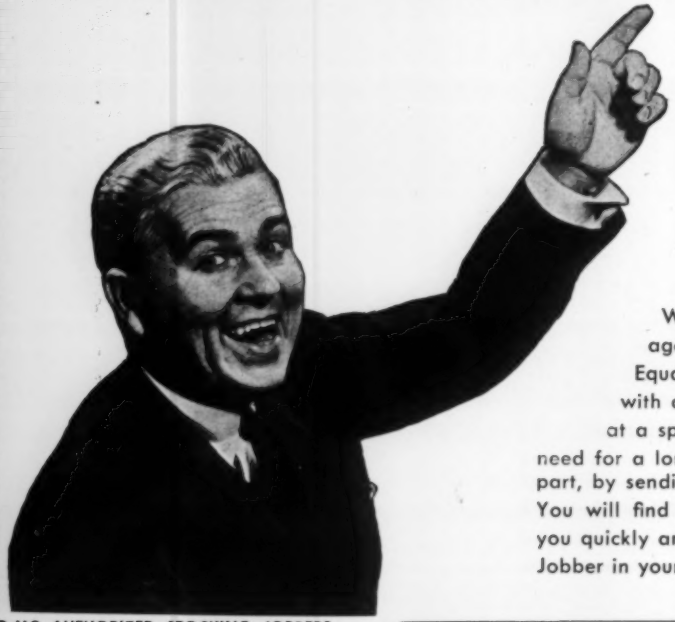
RAYTHEON MFG. FORMS NEW UNIT AT WALTHAM

RAYTHEON Mfg. Co., Waltham, Mass., has formed a commercial products division, consisting of the broadcast equipment division recently transferred from Chicago to Waltham.

Frank S. Horning has been appointed sales manager of the new division and William A. Gray is assistant sales manager. John H. Beedle has been appointed production manager for the division. David D. Coffin is chief engineer of the division and James N. Nye engineer in charge of broadcast transmitter equipment. Everett G. Fraim has been appointed engineer in charge of speech input equipment, microwave applications and engineering service and installation supervision on broadcast and microwave equipment.

Ben Farmer and Warren Cozzens will represent Raytheon's broadcast equipment sales for the Midwest with offices located at 7475 N. Rogers Ave., Chicago.

GEARED TO GIVE YOU QUICK, DEPENDABLE
PARA-FLUX REPRODUCER SERVICE



R-MC Authorized Jobbers know the importance of SERVICING their broadcasting station and other customers . . . to fulfill all customer needs promptly.

R-MC Authorized Jobbers always have available a sufficient quantity of new PARA-FLUX REPRODUCERS in stock . . . for your convenience in ordering and getting promptly.

Whenever you may inadvertently damage a PARA-FLUX REPRODUCER, Arm, or Equalizer, your R-MC Jobber will supply you with a brand new unit . . . immediately . . . at a special, low exchange price. There is no need for a long wait to repair pickup, or any other part, by sending it back to plant.

You will find R-MC Jobbers always ready to serve you quickly and efficiently. Write us for the name of Jobber in your territory, or see list below:

R-MC AUTHORIZED STOCKING JOBBERS:
Albany, N. Y.—E. E. Taylor Co.
Allentown, Penna.—Radio Electric Service Co.
Asheville, N. C.—Freck Radio, Refrigeration & Supply Co.
Atlanta, Ga.—Specialty Dist. Co.
Augusta, Ga.—Prestwood Electronics Co.
Binghamton, N. Y.—Federal Radio Supply Co.
Boston, Mass.—DeMambro Radio Supply Co.
Boston, Mass.—Radio Wire Television Co.
Buffalo, N. Y.—Dymac Inc.
Charleston, S. C.—Radio Laboratories, Inc.
Chattanooga, Tenn.—W. B. Taylor
Chicago, Ill.—Concord Radio Corp.
Chicago, Ill.—Tri-Par Sound Systems
Chicago, Ill.—Walker Jimieson, Inc.
Chicago, Ill.—Newark Electric Co.
Los Angeles, Calif.—Radio Products Sales Inc.
Los Angeles, Calif.—Radio Specialties Co.
Madison, Wisc.—Satterfield Radio Supply Co.
Milwaukee, Wisc.—Radio Parts Co., Inc.
Philadelphia, Penna.—Alcone Radio and Sound Co.
Portland, Ore.—United Radio Supply
Quincy, Ill.—Gates Radio Co.
Roanoke, Va.—Leonard Electronics
Rochester, N. Y.—Rochester Radio Supply
San Diego, Calif.—Coast Electric Co.
San Francisco, Calif.—San Francisco Radio Supply
Scranton, Penna.—Fred P. Pursell
Topeka, Kansas—John A. Costelow Co.
Tuckahoe, N. Y.—Electronicraft
Washington, D. C.—United States Recording Co.
Winston-Salem, N. C.—Dalton Hege

View showing Arm; Universal, Lateral and Vertical Heads and Equalizer

•

Bulletin PR2 upon request

RADIO-MUSIC CORPORATION
EAST PORT CHESTER, CONN.
16

Let's not kid ourselves about Television

There's been entirely too much blue-sky talk about television—too many small-time operators talking big—too many exaggerated statements—too many extravagant claims. BUT, television is *really* here. Four hundred thousand sets will be built and sold this year, and almost forty stations will be operating by January 1, 1948.

Today's studio programs leave much to be desired. This is especially true of dramatic programs because of the necessity of shooting in continuous operation. BUT, people are buying television sets as fast as they can be built and delivered.

Television stations are hard put to supply even a minimum number of hours of operation. BUT, eleven stations are now operating, fifty-four others are building, with more to come.

If advertising dollars get tighter, television's small audience and high cost of program production will slow its development. BUT, advertisers are courageously tackling the program and cost problems in order to secure time franchises on the best stations.

People who look at television *drama* programs expect motion picture quality. We are doing something about that, which is the reason for this announcement.

Here's what we are doing to help

We are devoting our fine Hollywood picture-making facilities to the job of producing low-cost, top-quality *features* for television.

This is not old movie film. It is brand new dramatic material *shot expressly for television's small screen.*

We are using the "open-end" technique which has proven so successful in transcribed radio programs. The films are designed so that the commercial message, on film or live, will fit naturally into the entertainment.

Our first series is now being shot in our Hollywood Studios and will be ready for delivery this fall.

We will make two series this year—a mystery melodrama and a family comedy series. We will make three additional features next year—a comedy series, another mystery, and a western.

These films will be shot on a mass production basis which will put the average per station cost *lower* than television studio production, yet will give the advertiser a class A motion picture job.

We have a plan for amortizing costs by repeat showings during television's development stage that has met with wide approval. We would like to send you a copy of the plan or have our representative call in person.

Signed Jerry Fairbanks

P.S.: We can't make *all* the subject matter television needs to insure its steady growth and development. We hope other film producers will enter this field. There's a big need. But remember, gentlemen, it's got to be top-quality motion picture entertainment, filmed especially for television, and it's got to be produced and sold at extremely low cost.

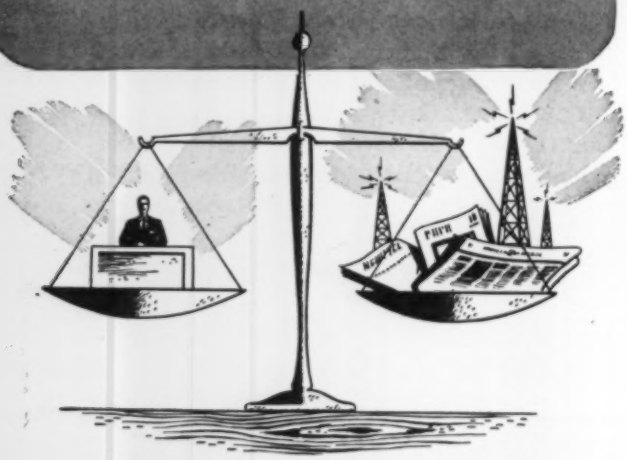
TELEVISION FEATURES DIVISION

JERRY FAIRBANKS, INC.

***Producers of* "Popular Science", "Unusual Occupations", "Speaking of Animals"**
Short Subject Series for Paramount Pictures
And Commercial Institutional Films

HOLLYWOOD • 6052 Sunset Boulevard **NEW YORK • 292 Madison Avenue**

The BALANCE of POWER in today's MEDIA DECISIONS



IN TODAY'S nationwide drive for lower prices, national advertisers are carefully weighing all markets and media as they seek to build volume and reduce unit sales costs.

Cost-conscious financial heads are questioning each advertising expenditure in hopes of cutting out any possible waste. On the other hand, advertising managers and agencies are fighting for expanded advertising programs.

But the *balance of power* between financial heads and advertising men is firmly held by the *top sales executive*—the company official responsible to the President and the Board of Directors for the entire sales and advertising program. These sales officials will always insist on more and better advertising in any market and any medium that can bring greater sales results for their advertising dollar. So any market and any medium that has the support of the top sales executive is a sure bet to get on the schedule and stay there.

Your place on the schedule may depend upon the Man in Charge of Sales . . . and your *one sure path* to his desk is an advertising campaign in SALES MANAGEMENT, the only publication specifically edited for the sales executives of national advertisers.

New CBS-IBEW Contract Calls for 10% Increases

WAGE increases granted in the contract [BROADCASTING, June 2] between CBS and the International Brotherhood of Electrical Workers (AFL) will cost the network an average of slightly more than 10% above the old scales, according to Howard Hausman, CBS personnel relations director.

The two-year pact was signed in New York May 28, to extend to May 27, 1949. Increases will be retroactive to April 1. The previous agreement between CBS and the IBEW contained a five-year "escalator" salary scale for technicians of from $60 to $110 weekly. New scale calls for from $62.50 to $125 weekly in the same five-year progression. According to Mr. Hausman contract calls for "no significant changes in working conditions."

AFRA Denies Sanctioning Anti - Communist Letter

DENIAL of official sanction to letter mailed AFRA Hollywood members scoring communist minority became known last week on eve of election of delegates to national convention. Investigation and possible trial may confront those responsible, it was said.

Letter of contention asked membership to guard against minority seeking to take stand in matters properly beyond ken of trade union concern. Although letter was signed by 69 key members, approximately half have made it known they agreed to use of their names in belief they were supporting candidacy of Ken Carpenter.

PRESIDENT Harry S. Truman will be heard on all four major networks on June 11, 11:45 a.m.-12:15 p.m. when he speaks before the Canadian Parliament in Ottawa.

JOHN DE RUSSY NAMED NBC SPOT SALES HEAD

JOHN S. de RUSSY, former member of the NBC Spot Sales staff, has been appointed NBC Spot Sales manager, succeeding Willan C. Roux who will join the Colyer Printing Co., Newark, N. J., as vice president and treasurer. Prior to joining NBC in 1939 as a local salesman with KYW Philadelphia, Mr. de Russy was in charge of financial advertising of Philadelphia newspapers for 10 years, being associated with the *Bulletin*, *Inquirer* and *Record* successively. In 1940 he was transferred to NBC in New York as a national spot salesman. In May, 1941, he joined Westinghouse Radio Stations Inc., as sales manager of KDKA Pittsburgh. Two years later he became sales manager of KYW and in November 1944, rejoined NBC Spot Sales staff.

Mr. de Russy

Mr. Roux, who will join the Colyer Printing Co., on July 1, joined NBC in 1932 and shortly thereafter was named promotion manager of the NBC local service bureau. In 1934 he was transferred to the NBC promotion department in charge of trade paper advertising and printed promotion and after three years in that post left the network. In 1939 he rejoined NBC as sales manager of WEAF and WJZ New York, and a year ago was appointed Spot Sales manager.

THE REPLACEMENT for the CBS "Information Please" program, Wed. 10:30-11 p.m., which is being dropped by Parker Pen June 25, will be "Doorway to Life," a dramatic program originating on the West Coast.

M.C. 'CAIN'T READ NOR WRITE'

WAYS Early Morning Man Blind Since Birth Handles Popular Disc Program

ALONZO SQUIRES, announcer and m.c. on WAYS Charlotte, N. C., likes to claim the distinction of being the "only college graduate in North Carolina cain't neither read nor write."

Literally interpreted, he can't, being blind from birth. As m.c. of the WAYS daily breakfast program (5-7:45 a.m.), he translates his commercial copy into braille and memorizes his continuity and musical programs. Like any other m.c.—and better than a good many—he tears through the morning program with no trouble at all. Listeners' letters have proven their fondness for his sense of humor and vigorous philosophy.

He specializes in the folk music of the section, and is an avid collector of such recordings. "Most people call it hillbilly music, so I don't argue the point, but that's not an accurate label. What I am interested in is the true folk music created by the early settlers as an expression of their daily hopes and disappointments. It's a serious contribution to good music."

Mr. SQUIRES

He never misses a station break nor a time signal. His head set is rigged up so that one earphone monitors the music and the other allows the control operator to cue him.

new 1947
MICHELSON
porto-playback
FOR 16 INCH TRANSCRIPTION RECORDS

IMMEDIATE DELIVERY

Brand New · Improved · Prompt Delivery From Stock

Here's Charles Michelson's 1947 version of the famous PORTO-PLAYBACK, for playing 16" transcription records at 33⅓ r.p.m. and phonograph records... an entirely new conception of compactness, flexibility, tonal quality and ease of operation.

It has everything from good looks to the new permanent sapphire stylus and 16" transcription arm. Guaranteed to meet the exacting requirements of radio stations, advertising agencies, transcription companies and schools.

TO TELL AND SELL YOUR SALES STORY BETTER, ORDER YOUR PORTO-PLAYBACK NOW

specifications and features

WEIGHT: 26 pounds complete.

CASE: Sturdy, lightweight, attractive maroon luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.

SIZE: 20" long, 12" high and 8½" wide.

SPEAKER: Latest design 6½ inch permanent magnet speaker with special oversized magnetic field.

AMPLIFIER: Powerful 4 tube matched amplifier.

PICK-UP: Latest type 16 inch transcription arm crystal pick-up with permanent sapphire stylus.

MOTOR: Dual speed, alternating AC current, 33⅓ and 78 r.p.m., with improved heavy duty motor sealed in oil.

CONTROLS: Separate tone, equalizer, and volume controls.

PRICE: $125. Net F. O. B. New York.

GENNETT AND SPEEDY-Q SOUND EFFECT RECORD LIBRARY
TRANSCRIBED PROGRAMS

CHARLES MICHELSON, inc.
PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934

67 West 44th St., New York 18 **Phone: MUrray Hill 2-3376**

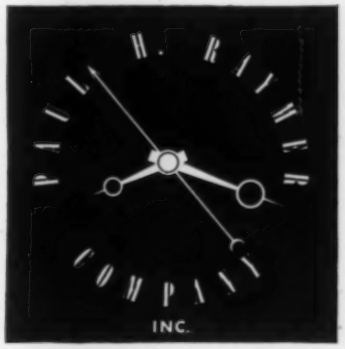
Wha

What is your choice in Champagnes?

They look alike, they're packaged alike. But how vastly different they really are! The champagne to the left is the famous Pol Roger 1926, a light and exquisite blend of the finest grapes grown in the great vintage year. It is recognized by connoisseurs the world over. You who are discriminating appreciate the truly great difference.

Like champagnes, men and organizations may also look about alike. But what a striking difference there is.

Today, in our fifteenth year of station representation, we are proud of our persistent adherence to sound principles of operation and of the recognized character and quality of our sales personnel. Such qualities are more than alluring promises—they are positive proof of continued and satisfactory performance.



Paul H. Raymer Company Inc. • Radio Advertising

NEW YORK · BOSTON · DETROIT · ATLANTA · CHICAGO · LOS ANGELES · SAN FRANCISCO

Editorial

Power of Radio

"IT JUST GOES to show the power of radio!"

Such was the sage observation of the program head of AFRS operations in Tokyo after the Army's WVTR had thrown Americans in the Japanese capital into a frenzy by phoney reports about a "sea monster."

It was more than a happenstance simulation of Orson Welles' "Invasion from Mars." The program was staged with the Welles theme of nine years ago in mind. A young Army captain, without radio experience, admitted responsibility. He just hadn't thought about the possible results.

The news flash technique used by Welles in his broadcast in 1938 was adapted in the Tokyo fakery. The "bulletins" were broadcast between 7 and 8 p. m. Reporters rushed to the "scene." Army occupation wives were beside themselves as husbands rushed from dinner tables to give battle to the "serpent" which had risen from Tokyo Bay, impervious to small arms fire and flame throwers.

It certainly shows "the power of radio." We have seen it now not only in these fake dramatizations, but also in the all too real "kept" radios of Hitler and Mussolini.

The quick lesson is that newspaper terminology, such as "flash" and "bulletin," should not be used in dramatizations and that real places and names are to be avoided. This readily can be dealt with in the new standards of practice being drafted by the NAB; indeed they are in the current standards.

The Tokyo incident proves another thing: Radio is a highly skilled profession, more sensitive than any of the other media. It cannot be entrusted to amateurs.

CBS Wind Sock

A SIGNIFICANT development which may prove to be a "wind sock" to point the direction for all radio was the presentation Saturday, May 31, (6:15-6:30 p.m.) over WCBS New York of *CBS Views the Press.* The program is a critical commentary of newspaper handling of current stories and praises or blames writers and papers by name.

Apparently unconcerned by any implied threat from FCC's Mayflower decision, Don Hollenbeck, capable CBS newsman, discussed:

1. Press treatment of the story that families on New York relief were being housed in hotels. He called it a "newspaper lynching party."

2. The city transportation dispute. "Where they got the story seems difficult to find out."

3. Winston Churchill's sale of his memoirs for a reported $1,000,000. Some less prominent writers "turn in some fine work for a lot less money."

4. Coverage of the Greenville, S. C., lynch trial. Robert S. Bird of the Herald Tribune was praised.

5. Clem McCarthy's fumble when he announced the wrong winner of the Preakness. Jack Gould in criticizing McCarthy dubbed one himself by saying the error occu at the Kentucky Derby.

Edward R. M ow, CBS vice president and director of public affairs, in introducing the show said freedom of press and radio are inseparable and mutual criticism will benefit both.

If CBS follows this New York debut by offering the program to the network every affiliate must decide whether it wants to join in "editorializing" about the press. From there it is only a step to editorializing on state and local situations. This is a task which is certainly radio's right but which should be done only by able and experienced heads whether it be in newspapers or on the air.

Make the Most of It

EVENTS incident to drafting of new radio legislation are developing swiftly. Chairman White (R-Me.) has called hearings to begin June 17—less than a month after introduction of the complex S-1333. Just hours before the hearing call Sen. White disclosed he would not be a candidate to succeed himself in the elections next year, terminating more than 30 years in both House and Senate.

The White Bill thus is destined to become his last major legislative project.

Sen. White has stated he does not regard his bill as the last word. He has called for prompt and brief hearings, presumably in the hope of Senate action before summer adjournment in latter July. He feels that since voluminous testimony was heard in 1943 on the White-Wheeler Bill, which comprises about 90% of the current measure, there's no need to cover that ground again.

To look for perfect legislation is Utopian. To improve existing law is sound, particularly when that law has been distorted almost beyond recognition by bureaucratic fiat and judicial interpretation. That is the approach Sen. White feels he has taken. That is the professed desire of the NAB and of the rank and file in radio.

Radio must put its best foot forward. All elements in radio, irrespective of the injury they feel they might suffer as a consequence of particular aspects of the proposed bill, should be prepared to present their cases resolutely, wisely, and courageously. Those provisions which fall short should be criticized. Nothing should be left to chance.

Over and over again it has been said that so long as there is a limitation of available frequencies there must be regulation of the kind falling within the purview of the "public interest, convenience and necessity" clause—the most inexact and ambiguous regulatory doctrine extant. Our contention is that the "scarcity" factor, notably with regard to FM, has been artificially introduced.

Congress should be called upon to reappraise this "scarcity" element. FM was unborn when the present Act was written in 1927 and revised in 1934. FCC can argue that the demand for FM facilities exceeds the supply of assignments in the congested eastern metropolises. But it was the FCC that created the scarcity and it is the FCC that is goading allcomers to get in on FM before assignments are exhausted.

A year or two, we feel, will tell a different story. We doubt then whether the demand will exceed the supply. Free competitive enterprise will be the leveler. It isn't in the cards for 2,000 AM stations and the predicted 3,000 FM stations to operate successfully.

We cite this as a vital point with which Congress should be acquainted. It is an essential first step in the long-range effort to eliminate the need for regulation beyond the electrical interference aspect. Radio cannot achieve full freedom—freedom comparable with that of the other media—until natural forces of competition prevail.

Sen. White, we think, acted hastily in declining even the two-week hearing postponement to July 1 sought by NAB President Miller and others. It took several years for the senator to complete his draft; it seems untoward for him to expect testimony to be completed in six or seven days on a legislative project so vital to the public and to radio.

Nevertheless opportunity for a new law exists now for the first time in years. Radio should make the most of it. The next Senate committee chairman (the fiery Charles Tobey of New Hampshire is the ranking Republican; Ernest W. McFarland the likely Democrat) might not be so interested nor so friendly.

Our Respects To—

HORACE NICHOLSON STOVIN

KEY EXECUTIVES of the Canadian government's broadcasting system have been leaving for private commercial broadcasting in increasing numbers. First to go was Horace Nicholson Stovin, who in October 1940, left his post as station relations supervisor of Canadian Broadcasting Corp., to start his own radio station representation business.

He opened an office in Toronto as representative of two stations, CKY Winnipeg, and CKX Brandon. Today he operates offices at Toronto, Montreal and Winnipeg, is second largest station representation firm in Canada, with 27 stations on his list.

Horace Stovin is well-known to Canadian broadcasters, and a growing number of American broadcasters and advertising agency executives have become acquainted with him, for he is a director of the Bureau of Broadcast Measurement (BBM) and is chairman of its technical committee.

He spends an increasing amount of time in New York in consultation with officials of the Broadcast Measurement Bureau (BMB) on working out problems of correlating the studies of the two organizations. He assisted materially in working out problems of BMB when that organization started a year after BMB had been organized in Canada.

Mr. Stovin was born at Deloraine, Manitoba, April 17, 1895. Educated in western Canada, he was living with his parents in Moose Jaw, Sask., in 1912 when he became interested in radio. He started his radio career with a crystal detector and spark coil transmitted. The First World War intervened, but soon after it was over young Stovin was on the air again with an amateur station, this time from Unity, Sask., where he was operating a drug store. In the early 20's he turned his amateur transmitter into a broadcasting station, CMSC, which operated from 1924-27 at Unity.

He sold his drug store and moved to Regina, Sask., where from 1927 to 1929 he worked on broadcasting problems of the Saskatchewan Wheat Pool, a co-operative organization. Late in 1929 he became manager of CKC Regina.

When nationalized broadcasting became a reality in Canada in 1933 under the Canadian Radio Broadcasting Commission, Horace Stovin was asked to become program director for western Canada, allotted a weekly budget of $300 for programs! That started his travels east, for there were frequent national program planning conferences at Ottawa, where the CRBC headquartered. So it was not unexpected

(*Continued on page 48*)

TAKE THE GUESS OUT OF BUYING WITH WOV'S *5 Audited Audiences*

THERE IS NO GUESS-WORK WHEN YOU BUY A WOV AUDITED AUDIENCE. We lay the Specific Market facts before you.

We show you age, sex, telephone ownership, income, buying power and other dependable data on these listening groups to guide you in the selection of the program best suited to your needs.

We want you to be a WOV sponsor with the full knowledge of 5 AUDITED AUDIENCES, each a distinct group of purchasers, each at a different time of day or night, each the result of a penetrating, revealing listener survey.

Get the facts on these 5 AUDITED AUDIENCES. Have a WOV representative give you Specific Market Information that... "TAKES THE GUESS OUT OF BUYING."

Ralph N. Weil, General Manager • John E. Pearson Co., National Representative

★ WAKE UP NEW YORK *with Peggy Lloyd*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Gordon*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans.

More than the combined population of Baltimore and Washington.

WOV
NEW YORK

Respects

(*Continued from page 46*)

when in 1936 the CRBC was dissolved and the Canadian Broadcasting Corp. took its place that Mr. Stovin moved east to become station relations supervisor.

During the summer of 1940 there was a change in western Canadian station representation line-up, with All-Canada Radio Facilities taking on the stations of Trans-Canada Communications Ltd., CKRC Winnipeg, CKCK and CKRM Regina. This left CKY Winnipeg, and CKX Brandon, without adequate representation in eastern Canada, and Mr. Stovin was asked by Manitoba Government Telephone System, owner of the two stations, if he woud represent them at Toronto, and take over commercial management of the stations. He started a small office at Toronto with Miss Brickee Stuart as assistant. Today Miss Stuart is secretary of the company, and office manager of the large Toronto office.

In 1941 Mr. Stovin joined forces with William Wright, then Toronto office manager of Joseph Hershey McGillvra, and the firm of Stovin & Wright took over the McGillvra business in Canada. In 1945 the partnership was dissolved. each partner opening his own representation firm, Mr. Stovin retaining the bulk of the stations. Since that time he has aded other stations, including ZBM Hamilton, Bermuda.

When the CBC recently decided to have its second Toronto outlet, CJBC, go more commercial, Mr. Stovin was appointed exclusive representative, first the CBC had ever commissioned.

Horace Stovin along with All-Canada Radio Facilities, was instrumental in starting the co-operative Radio Bureau at Ottawa for Canadian stations, an organization which prepares news and features for Canadian stations from the Dominion's capital.

The Radio Bureau is now a part of the set-up of Canadian Assn. of Broadcasters. He was first representative to start sales clinics for the stations he represented, running these clinics for owners, managers and staff prior to or immediately after CAB conventions.

In the past year he has started Stovin Productions, at Montreal, and has been appointed Canadian distributor for a number of American transcription firms.

Three of his four sons are in broadcasting. Bill, after service overseas with the Royal Canadian Air Force, is manager of CJBQ Belleville, Ont.; Gerry, after service overseas with the Canadian Army, is production manager of CKCW Moncton; Jim is on the sales staff of CJOR Vancouver. Fourth son, Bob, lives at Regina, may get into broadcasting eventually.

When Horace Stovin is not busy with broadcasting problems, or commuting between Toronto and Winnipeg, or Toronto and New York, his tall form can be found on the golf links somewhere in Canada. Wherever he goes in summer his golf clubs go along, and he has taken part in Canadian open golf championship games. In winter he likes to bowl and go to professional hockey games. He belongs to the Calton Club, Toronto; Carleton Club, Winnipeg; Advertising and Sales Club, Toronto; Canadian Club, Toronto; A F & A M, and a number of golf clubs. He is also a member of the Kaltenborn Twenty Year Club.

Big Name Programming by an Independent Station!

HOSPITALITY TIME
HOLLYWOOD OPEN HOUSE
MYSTERY IS MY HOBBY
JOE PALOOKA
EASY ACES
EDWIN C. HILL
GEORGE JESSEL
WE THE JURY
DETROIT TIGER BASEBALL

● Headline names and shows in the entertainment field! Everyone's a big name treat on the network . . . a steady diet on ambitious WPAG! And the listening audience in Ann Arbor has stepped up buying to a new high in response to the "sales talks" we're sandwiching between these showmen. It's a lesson on how to *get* and *hold* an audience . . . and how to do a real selling job for the advertisers that pay the freight. (Incidentally, the tariff on this big-time operation is surprisingly modest even with our new power boost.)

Edward F. Baughn, Vice-Pres. & Gen. Mgr.

WPAG

WPAG-FM
WPAG at 1050
ANN ARBOR - YPSILANTI
or BURN-SMITH COMPANY, INC.
NEW YORK CHICAGO LOS ANGELES

MANAGEMENT

CARL DUNBAR, former general advertising manager of CBS Southwest network, has been appointed station manager of KSIL Silver City, N. M.

HOWARD C. GILREATH, former program director and chief announcer at WSGC Elberton, Ga., has been named general manager of WEBJ, new station under construction at Brewton, Ala.

PAUL W. COLLINS, assistant to **W. C. HUTCHINGS**, midwest manager for World Broadcasting System, Chicago, has resigned to accept an executive position with WEAS Decatur, Ga., effective July 1.

CHET CLARK, former announcer at WCAE Pittsburgh, Pa., has been named station manager of WLOG Logan, W. Va.

ALEXANDER W. DANNENBAUM Sr., former president of WDAS Philadelphia who sold his interest in station to William Goldman Theatres [BROADCASTING, March 3], is leaving Philadelphia for a vaction in Maine. Future plans are undecided. His son, **ALEXANDER W. DANNENBAUM Jr.**, is remaining on at station as sales manager.

EARL R. KELLY, program director of WWNY Watertown, N. Y., has been named station manager, succeeding **THOMAS E. MARTIN**, who has resigned to become manager of WRUN and WRUN-FM Utica [BROADCASTING, May 26]. **JAMES W. HIGGINS**, apcial events director of WWNY, has been appointed assistant manager. Mr. Kelly

Mr. Kelly

Mr. Higgins

and Mr. Higgins will assume the new duties July 1. Mr. Kelly has been with WWNY since 1941, with leave of absence for Army service during war. Mr. Higgins formerly was assistant manager of WMSA Massena, N. Y.

EDWARD R. MURROW, CBS vice president and director of public affairs, received an honorary degree of Doctor of Laws at Muhlenberg College, Allentown, Pa., June 2. Mr. Murrow made the principal address at the college. He will address graduating class of Smith College June 16.

EDWARD J. NOBLE, chairman of the board of ABC, has contributed $200,000 toward the cost of a 40-bed $400,000 hospital for the village of Canton, New York, the Canton Hospital Assn. announced last week. The gift was the third in recent weeks by Mr. Noble toward community hospitals in northern New York.

E. R. (Curly) VADEBONCOEUR, vice president of WSYR Syracuse, has returned to his station after several weeks' illness. He had suffered an eye injury.

WBAL Baltimore is now located at its new address, 2610 N. Charles St. New telephone number is Hopkins 3000. Date of formal opening of WBAL's "new world of tomorrow" studios will be announced later.

W. C. (Bill) SWARTLEY, station manager of WBZ Boston and WBZA Springfield, is the father of a girl, Ariel McKnight.

GIL PALTRIDGE, president of San Fernando Valley Broadcasting Co., licensee of KGIL new 1000 w. Van Nuys, Calif. station on 1260 kc, now under construction, is the father of a boy born May 29.

C. L. THOMAS, general manager of KXOK and KXOK-FM St. Louis, June 3 addressed the St. Louis Ad Club luncheon meeting. His subject was facsimile, "Tomorrow's Newspaper Today."

RICHARD SHAFTO, general manager of WIS Columbia, S. C., has been appointed a member of Mayor's Housing Committee, a voluntary organization surveying vets local housing situation.

JOHN H. NORTON Jr., ABC vice president in charge of stations, is the father of a boy, born May 28.

Canada Meeting

EXECUTIVE COMMITTEE of the All-Canada Mutually Operated Stations, and directors of All-Canada Radio Facilities Ltd., held meetings at Calgary last week, under chairmanship of Harold R. Carson, group president. Problems within the 12 stations operated by the group and of the representation and transcription divisions of All-Canada Radio Facilities were discussed. Those attending the executive committee meeting included: Guy F. Herbert, Toronto; F. H. Elphicke, CKWK Vancouver; Gerry Gaetz, CKRC Winnipeg; and Gordon Henry, CJCA Edmonton.

Moore Heads CRAC

SAM MOORE, national president of Radio Writers Guild, has been elected chairman of the Council of Radio Arts and Crafts, Hollywood. Thomas Freebairn Smith, president of Radio Directors Guild, was made vice chairman and James H. Brown, vice president of NABET, secretary-treasurer.

Commercial

RAYMOND BROWN Jr., account executive with WOL Washington for two years, has been named commercial manager of WEAM Arlington, Va. Before going to WOL, Mr. Brown was account executive with WGAN Portland, Me.

ROBERT S. DeTCHON, formerly with sales department of WHK Cleveland, has been named sales manager of WJMO, new Cleveland station which went on the air June 1 [BROADCASTING, June 2]. Mr. DeTchon was with WHK for 12 years and was acting sales manager for past year and a half.

ROBERT C. HUGHES, formerly with Texas Daily Press League, Dallas, has been appointed general advertising manager of CBS Southwest network, succeeding CARL DUNBAR, resigned (see Management).

UNIVERSAL PUBLISHERS REPRESENTATIVES Inc., Radio Div., New York, has been appointed [illegible] U. S. office for Radio Mil and its 80 stations affiliated with Radio Programas de Mexico S. A., Republic of Mexico.

JOHN L. PALMER, formerly with KGW and KEX Portland, Ore., has joined KOIN that city, as national advertising manager.

LAMONT L. (Tommy) THOMPSON, formerly with the O. D. Short Co., San Francisco, and previously special agent with the FBI, has joined KQW San Francisco, as account executive.

GRADY REEVES, formerly with WCKY Cincinnati, has been named sales manager of WLBB Carollton, Ga.

KENNETH MORTON, account executive of KIST Santa Barbara, has resigned to become commercial manager of KCOY Santa Maria, Calif.

JAMES FORSYTH, account executive of KIST Santa Barbara, has shifted to KEEN, new 1000 w San Jose, Calif. station on 1370 kc, now under construction.

JIM ANDERSON has joined sales staff of KABC San Antonio, Tex.

EVELYN LAWSON has joined WABD New York, Du Mont video station, as a special sales representative.

ROBERT G. HUNTER, former announcer with KRSC Seattle, has joined sales staff of KRUX Phoenix, Ariz.

HERBERT L. KRUEGER, commercial manager of WTAG Worcester, Mass., has been elected first lieutenant-governor of First District, Adv. Federation of America.

J. C. LYONS, who has been with Weed & Co., station representative, since 1936, except for a period of Army service, has been named eastern sales manager of firm.

KVFD Fort Dodge, Iowa, has issued Rate Card No. 6, which went into effect June 1.

KETTEL-CARTER, Boston, has been appointed as New England and Northern New York State representative for WLAM Lewiston, Me. ADAM J. YOUNG Jr. Inc. is station's national representative.

ANNE PALENCHUCK, formerly of CJOC Lethbridge, Alta., has joined traffic department of CBR Vancouver.

SHIRLEY MILLS, formerly with Emerson Mfg. Co., San Francisco, has joined auditing department of KGO San Francisco, replacing RITA MEEHAN, who transferred to KGO promotion department.

ED DEVNEY, New York manager of Howard H. Wilson Co., New York, and Lillian Ryan, associated with the Australian Mission to UN, were married May 29 in New York.

John P. Sorenson

JOHN P. SORENSON, the man who claimed he invented the wireless years before Marconi, died last week in Copenhagen, Denmark at the age of 85. Mr. Sorenson was said to have constructed the first system of wireless telephone and telegraphy back in 1891, and he later patented various electrical inventions.

WFBR MARKS SILVER ANNIVERSARY ON AIR

WEEK-LONG celebration was held last week by WFBR Baltimore in recognition of the station's 25th anniversary. WFBR took the air June 8, 1922, with a musical program and six days later picked up President Harding's speech at Fort McHenry dedicating the national memorial to Francis Scott Key.

The celebration included special programs, with anniversary cakes on the *Club 1300* program; special decorations and lobby displays; souvenir booklet with pictorial history of the station. WFBR's inaugural program in 1922 included arias from operas sung by Mlle. Edith de Lys, duet by Lawrie and Guarneri, and talk by then Mayor William F Broening.

Stewart Kennard, director of sports and special events, has been with the station 24 years and is the oldest employe in point of service.

Gets WLAW Post

MATTHEW J. NOONAN, of Milton, Mass., has been appointed national sales manager of WLAW Lawrence, Mass. In announcing the appointment Irving E. Rogers, president of WLAW, said Mr. Noonan, a specialist in advertising, merchandising and marketing in New England for a quarter of a century, has been placed in charge of the station's new Boston office, which opened June 1 in the Union Savings Bank Bldg. at 216 Tremont St. Mr. Noonan was with the *Boston Post* for 16 years and served as its national advertising manager for 13 years.

Mr. Noonan

Philip Morris Reports Record Financial Year

PHILIP MORRIS & Co., achieved the strongest financial position in its history during the fiscal year ending March 31, 1947, according to A. E. Lyon, president. This disclosure was made in the firm's annual report issued to stockholders June 2.

The company also enlarged its working capital and production facilities during that period, the report added. It included a comparative analysis of Philip Morris sales, income and other data in relation to its four major competitors. Philip Morris' net profit after taxes but before adjustments for the 1947 fiscal year was $5,409,085, as against $4,497,694 for the preceding period.

WINSTON TELEVISION Corp., Brooklyn, N. Y., retail television dealer, began sponsorship June 4 of amateur boxing matches from Jamica Arena on WABD New York, Mon. 8:45-11 p.m. Business was placed direct.

(Advertisement)

JOHN OSCEOLA

Once when I was younger and had the real itch for adventure I romanticized the Everglades beyond their worth and organized, together with a friend of mine, Dick Gierch, a sort of safari into the deep vastness of America's only jungle.

We interviewed a fellow who ran an alligator farm near Miami and who was supposed to be a trader with the Indians. He was a rascal, we learned later, after we had commissioned him to employ Seminole guides for this great hunt, and after he had done us out of a few dollars here and there, but this man nor the incident has anything to do with the story.

We meant to go into the Everglades and catch some alligators and possibly kill a deer and a bear. I purchased a fine pair of moccasin boots, some good corduroy pants, a brand new 30/30 rifle, and much other equipment, including anti-venom. On the appointed day we set out in high spirits from Miami, motored over to Ochopee, which is located in Collier County near Everglades City. Most of you will remember that Baron Collier founded this little town and bought up most of the usable land in the county and, of course, until this day Collier County bears his name.

There by the side of the Tamiami Trail lived our chief guide in a small Seminole Indian village (non-commercial). His name was JOHN OSCEOLA, and he was the grandson of the fierce, famous old Seminole warrior chief who defied the might of the United States for so long and who never did surrender. JOHN was to take us into the Glades and bring us out. I was more interested in the latter part of the agreement because I had heard of numbers of hunters who had gone in and never come out, getting lost and antithetically to Houdini, not re-appearing ever. My spirit of adventure didn't run that high.

After several days of tortuous rough going we came home. I had seen no bear, although we tracked one for about eight hours. I had seen one medium-sized alligator who promptly scurried away, and I had fired one time at a deer with no results.

JOHN OSCEOLA, however, taught me much. He was a fine physical specimen, and each evening after hunting would promptly strip himself, produce soap and take a bath in any water hole that was near, usually a canal that drained through the Glades. He was clean mentally and physically. JOHN OSCEOLA had been educated at Haskell Indian College, I think, and he was a man of great native intelligence. He was calm and deliberate and had selected the finest of equipment for himself, much more practical than that I had. His rifle was a Winchester 30/30, he wore tennis sneakers so that he escaped the water getting into his boots and bogging him down. Of course, my boots were worthless. I had to cut the toes out of them so the water would drain through. JOHN wore the multi-colored shirt of red, green, blue and many other colors so dear to the Seminole Indian's heart. The shirt was beautifully tailored. He told me his wife had made it. The squaws seemed to be doing most of the work wherever I saw them.

I had often wondered about these "Joseph coats" that the Seminoles had adopted, and I asked JOHN OSCEOLA why they wore so many colors in one garment. He patiently explained to me that a wild animal when confronted by a Seminole brave in such dazzling raiment usually reacted by being startled to such an extent that the animal froze for a few seconds giving the Seminole long enough time to draw a bead with his rifle and bring down his game.

I thought a long time about that. I wondered if startling advertising does much good. I wondered if it gives the prospective quarry such a shock that he freezes and gives us time to level down on him, or does he react in such a manner that he flees and we are not able to bring him to the point of purchase. I don't know about that. I don't know how the average listener reacts to shock advertising, but I believe that I learned much from JOHN OSCEOLA.

Over at KAT we have the finest, most practical equipment that it is possible to purchase and that goes from the pens on the executives desks to microphones and transmitters. Over at KAT we don't go in for startling advertising, neither are we so conservative and so slow on the uptake that the game gets away. I believe that if you really want to sell your product in this southern Florida market that you should consider KAT's raiment, its method of doing business, its staff and their alert attitude, their ethical cleanliness in the world of business; in doing so you take a leaf out of the book of JOHN OSCEOLA and certainly walk into the market prepared to bring down your quarry, obtaining the best results with the minimum of effort on your part by using KAT and its well selected facilities.

After all advertising is a hunt, isn't it? The object is to bag more sales—to increase the distribution of a given commodity—to make people believe in the integrity and worth of the institution making the offer of sale—to make the public conscious of the good qualities of your product and to generally bring home a "full bag".

KAT is prepared to guide your quest, to aid you in lining up prospects—and to deliver all the listener audience you need. We have the Best in Facilities, the Best in Personnel and we would like to serve you in your Hunt for dollar Volume in the South Florida Market.

JOHN OSCEOLA was well equipped, knew his territory, and, oh yes, he bagged his limit.

FRANK KATZENTINE
WKAT

COUSIN KATEY
says:

Dear Cousin:

The bacon in that pan is a-sizzlin' just like a sponsor's sales after he's got started on a KTSA program . . . Um humph . . . Speakin's of sizzlin', I wanta tell you about the big party "The Old Trader", Perry Kallison, had down at his ranch last month . . . Cousin, ten thousand folks from all over South Texas came out to Perry's place . . . It was on a Sunday and Cousin Ernie Pratt, KTSA's Farm Reporter was out there with the wire recorder. Perry told Ernie they barbecued six thousand pounds of Texas beef, which is more beef than Lippy Durocher has to say about Happy Chandler . . . Y'know, Cousin, we're kinda proud of that turn-out at Kallison's Ranch, cause as you know, Kallison's Trading Post is on KTSA from 7 to 7:20 AM Mondays thru Saturdays and has been for ten years . . . Believe you me, when you want the farmers or ranchers of South Texas, you can sure get 'em by putting a message somewhere's close to Tradin Post . . . Incidentally, Kallison's Farm and Ranch Store has sold lots of merchandise because they sponsor this commercial public service show which they claim has sold or traded over six million dollars worth of goods for South Texas farmers free of charge . . . And I can't say "that aint hay", cousin, because there's been lots of hay traded on it, too . . . Well, guess I gotta go now . . . See you later.

Love and kisses,

Your Favorite Cousin
Katey Essay

KTSA
SAN ANTONIO
550 ON THE DIAL - 5000 WATTS ls.
AFFILIATED WITH
TAYLOR - HOWE - SNOWDEN Radio Sales
CBS LSC

ALLIED ARTS

DR. LaVERNE R. PHILPOTT, for seven years with the N. S. Naval Research Lab., Washington, and co-inventor and designer of first U. S. Navy radar, has resigned to become director of research and development of Finch Telecommunications Inc., Passiac, N. J. He assumed his new duties June 2.

G. S. PERKINS, receiver representative in northern California and Nevada for General Electric Receiver Div., has been appointed sales manager for GE's line of receivers, the Musaphonic. Mr. Perkins will have headquarters at the GE Bridgeport, Conn., plant until Receiver Div. moves to new location at Electronics Park, Syracuse, N. Y., later this year. Mr. Perkins has been with GE since 1935, with leave of absence for service in Navy during war.

Mr. Perkins

JOHN D. WOODWARD, former supervisor of government equipment in aviation section of RCA Engineering Products Dept., Camden, N. J., has been appointed manager of RCA aviation equipment engineering group, where he will supervise development and engineering of aviation radio communication and navigation equipment for both commercial and military aircraft.

JOE MICCICHE has been appointed to newly created post of Los Angeles radio coordinator by Los Angeles County Board of Supervisors. A veteran political broadcaster and formerly on staff of KRKD Los Angeles, Mr. Micciche takes over new duties on July 1. He will prepare material for radio release to better acquaint public with functions of county government.

FREED RADIO Corp., New York, June 2 announced that prices of two leading Freed-Eisemann radio-phonograph combinations have been reduced from $795 to $695, in line with national campaign to reduce consumer prices.

RIDINGS & FERRIS, Chicago publicity and public relations firm, has moved to larger quarters at 22 E. Huron St. Telephone: Deleware 0170. Firm was formerly located at 11 E. Walton Place.

F. L. McCLURE has been named manager of policy and research division of personnel department of RCA Victor Division, Camden, N. J.

STEVE MARVIN, former CBS television director, has joined production staff of Television-Radio Enterprises, New York package production firm.

JAMES H. BINGER, assistant secretary of Minneapolis-Honeywell Regulator Co., Minneapolis, has been elected assistant vice president of the firm.

DR. DUNCAN S. BALLANTINE, assistand professor of history at Massachusetts Institute of Technology, Boston, has joined staff of Lowell Institute Cooperative Broadcasting Council for a three-month period as a consultant on program content.

H. F. (Bill) WILLIAMS Jr., former director of publicity for Illinois State Chamber of Commerce, has been appointed an account executive for Ridings & Ferris Inc., publicity and public relations firm with headquarters in Chicago and affiliates in New York and Hollywood. Mr. Williams will be assigned to Rochester, N. Y.

GEORGE L. BEERS, assistant director of engineering of RCA Victor, Camden, N. J., has received the honorary degree of Doctor of Science from Gettysburg College, Gettysburg, Pa.

RADIO SHOWS, new production firm for live and transcribed programs, has opened offices at 9 East Huron St., Chicago. **GUY SAVAGE** is production manager of new firm and **JAMES CHAPMAN** is general manager. Both men are veterans in radio industry.

FLETA DOVE, information clerk, FCC License Division reference room, has resigned to join office staff of Dr. J. Louis Humphries, Washington, dentist.

EVE SYLVESTER, publicity director of All-Canada Radio Facilities, Toronto, program division, has resigned and moved to California.

LEE TRACY resigned last week as president of Tracy-Robinson Inc., New York, public relations firm. His future plans will be announced after an extended vacation.

U. S. TELEVISION MFG. Corp., New York, in campaign to lower prices of video receivers, has issued to all suppliers a request to cooperate by lower prices of materials used in manufacturing.

RICHARD H. HOOPER, promotion manager of RCA Victor, Camden, N. J., May 16 addressed American Assn. of Universities at St. Louis U., St. Louis, Mo. His subject was use of television in education.

DAVE McCLINTOCK has been named radio director of Community Chest of Philadelphia and Vicinity, replacing **EMMA MAE ROBERTS,** resigned.

HAMILTON HOGE, president of U. S. Television Mfg. Corp., New York and a partner in Huber Hoge & Sons Adv., New York, and Sarah Collins were married May 28.

GERRY DAY has joined Les Mitchell Productions, Hollywood, as head of writing department.

O'BRIEN & DORRANCE, New York, has moved to larger quarters comprising the whole eighth floor of 160 East 56th St., New York. Telephone: Plaza 9-3943.

HOLLYWOOD BROADCASTERS SERVICE, new station program service, has opened offices at 6000 Sunset Blvd., Hollywood. Firm is offering daily news letter to disc m.c.s containing human interest and background information adaptable to continuity as written. **BERNIE SMITH** is executive vice-president of new firm.

W. ARTHUR STEEL, former commissioner of Canadian Radio Broadcasting Commission, predecessor of Canadian Broadcasting Corp., has been appointed chief engineer of Federal Electric Mfg. Co., Montreal, Canadian affiliate of International Telephone and Telegraph Corp.

CONCORD RADIO Corp., Chicago and Atlanta, has issued a new catalog supplement, featuring new 1947 prices on radio sets, parts, electronic equipment, etc.

D. J. MacKILLOP, formerly with Philco Corp. for 33 years, has been appointed vice president in charge of southern area sales for Tempo Record Co., Hollywood. **IRVING FOGEL,** president of Tempo, is in New York on business and will return to Hollywood headquarters in mid-June.

MITCHELL GERTZ PRODUCTIONS, Hollywood, has transcribed new 15-minute juvenile audience program, "Adventures of Zorra," based on characters created by Johnston McCully.

RILEY JACKSON, former producer of Wade Adv. on ABC "Quiz Kids," has been appointed manager of newly opened Hollywood office of Louis G. Cowan Inc., program packager, at 6331 Hollywood Blvd.

ROBINSON RECORDING MACHINE IS ON MARKET

THE NEW Robinson Professional Recording Machine has just been placed on the market by Robinson Recording Labs, Philadelphia. According to the 18-year-old firm, the recorder is the result of the company's years of practice and research, though incorporating many modern innovations.

The recording chassis is built on a heavy cast aluminum bedplate of streamlined design, and features a cast-in control panel for VI meter, fader and switches. The cutter carriage is made in two styles which will accomodate any existing type of recording mechanism. A highly precise vertical vee-side block permits accurate adjustment of cutting needle angle, accomodating all cutting needle lengths.

There are five pitches available by means of five levers projecting from the pitch change box. The pitch change mechanism is a unique feature, in that the pitch can be changed instantaneously, and while recording. Price with cabinet and without cutter is $1,475.00. Any standard cutter heads will be fitted at the factory at no extra charge.

WFRS to 10½ kw

WFRS (FM) Grand Rapids boosted its power to 10½ kw May 26, making it the most powerful FM station in Michigan, according to WFRS officials. Station is owned and operated by four World War II veterans and has been on the air since Jan. 25 Gordon Thorpe is president; Gerald Loop, general manager; Robert Epstein, secretary; Donald Foster, treasurer; Kenneth Welch, local sales manager; William DeVos, announcer; and Helen Knecht, copy writer.

FAIRBANKS LAUNCHING NEW VIDEO DIVISION

A NEW television division, with production already underway, was announced last week by Jerry Fairbanks, head of Jerry Fairbanks Inc., moving picture productions. Mr. Fairbanks is an Academy Award winner and producer of Paramount short subjects and commercial films.

Using his regular movie equipment and studio facilities, Mr. Fairbanks plans two regular releases, a detective-mystery series and a situation comedy series, with the first films scheduled for delivery to stations and advertisers in the fall.

Citing the CBS withdrawal from live studio production, Mr. Fairbanks had this comment: "Many station operators and television program directors are backing away from the high costs and unsatisfactory results of live dramatic shows. . . . Television operators are convinced they will be serving their tele-viewers better if they invest in remote pick-ups and Hollywood-drama films produced exclusively for the new entertainment medium."

MILWAUKEE CENTER
WTMJ Plans All-Out Effort
As Drive Nears Close

$5,000,000 DRIVE for a Milwaukee County War Memorial Center, conducted by WTMJ Milwaukee in cooperation with local and national advertisers, draws to a close June 15 with station putting on final all-out effort to push campaign across.

During the first week of the drive, station and advertisers dedicated 114 programs which included local and national commercial shows, local participating shows and sustaining programs. Each broadcast opened and closed with a slogan and dedication. Station also aired some 45 spot announcements.

In addition to dedications and announcements, 48 special War Memorial Drive interviews were featured. Campaign, largest in the city's history, was initiated May 15.

WARM WELCOME is extended Joe Raber, (second from l) just appointed general manager of WMMJ Peoria. Welcoming committee includes T. A. Giles (far l), chief engineer; W. J. Kutsch, president; and Berne Enterline, program director. Mr. Raber has been sales manager of WMBD Peoria for four years. He has also served as chairman of sales managers committee for NAB District 9.

ABC to Start Five New Sustainers This Month

SEVERAL new sustaining programs will have premieres on ABC this month. They are: *The Eddie Albert Show*, which begins June 25, Wednesdays, 9:30-10 p.m. featuring comedian portraying small town lawyer.

Mr. President, which starts June 26, Thursdays, 9:30-10 p.m., will feature Edward Arnold in a series based on interesting, human incidents that have happened in White House.

Using no actors and no scripts, but reactions of citizens, *Candid Microphone* begins June 28, Saturdays, 7:30-8 p.m.

The Challenge of the Yukon features life during Alaskan gold rush and begins June 12, Thursdays, 7:30-8 p.m.

The Adventures of Bill Lance, which premieres on June 14, Saturdays, 9-9:30 p.m., is a mystery program revolving around a wealthy expert on arts and sciences.

CKGB FM Grant

CKGB Timmins, Ont., has been granted an FM license, and will operate on channel 233 on 95.5 mc with 250 watts. RCA equipment is being installed and station is expected to be ready in July.

HYDE OF FCC PRAISES SYRACUSE FM PROJECT

WJIV, low-power FM non-commercial educational broadcasting project on the campus of Syracuse U., was lauded by FCC Comr. Rosel H. Hyde after a recent inspection of the station.

Heading a group of FCC officials who examined the small GE transmitter which the station uses, Commissioner Hyde declared, "Projects like this are in keeping with government legislation to provide more effective use of communication channels. I think this installation, enthusiastically carried on by everyone concerned, promises a high degree of success."

The GE transmitters have been made available to colleges at less than one-fourth the cost of previous equipment, according to GE, in order to help eliminate the cost barrier to non-commercial educational broadcasting.

FCC officials accompanying Commissioner Hyde were George E. Sterling, chief engineer; Cyril M. Braum, chief of the FM Division and B. E. De La Fleur, basic allocation group.

Georgia Radio Paper

VOLUME I, Number I of *The Georgia Broadcaster* appeared with the June issue. The tabloid-size, four-page newspaper is "published for Georgia radio stations, their owners, and employes." Members of the Georgia Assn. of Broadcasters who appear on the masthead are: Allen M. Woodall, WDAK Columbus; John Fulton, WGST Atlanta; Edwin Mullinax, WLAG LaGrange; Jim Woodruff Jr., WRBL Columbus; Wilton E. Cobb, WMAZ Macon. Continuance of the publication depends upon reception by the stations.

NBC 31,127,940

ONE FIGURE in the story on the BMB network survey [BROADCASTING, May 19] was in error. NBC was shown as having an audience of 33,127,940. Correct figure is 31,-127,940.

IN EASTERN
NORTH CAROLINA
YOUR SALES
ALPHABET STARTS
WITH ABC . . .
AND PAYS OFF WITH

WRRF-WRRZ
5000 WATTS, 930 KC WASHINGTON, N. C.
1000 WATTS, 880 KC CLINTON, N. C.

To sell the 922,353 folks living in the rich 31-county area of Eastern North Carolina's fertile agricultural belt, you have to reach them with regional Tar Heel stations.

These counties are the primary daytime listening area of WRRF, Washington, N. C., and WRRZ, Clinton, N. C. There are 135,510 radio families in this "as good as gold" market and their favorite stations are WRRF and WRRZ. In addition to the listeners in the primary area, there is a large "bonus" audience in the secondary area.

WRRF, known as "Goldy" and WRRZ, nicknamed "Speedy", sell this prosperous market where last year's bright leaf tobacco crop alone sold for $245,459,006. They sell it with outstanding local radio features, ABC programming and thorough merchandising to back up your sales program in this wealthy region.

For speedy results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ. For further details write the Tar Heel Broadcasting System, or see your Forjoe & Co. representative.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

Atlanta's Most Modern Station
WBGE
Atlanta's Only 24 Hour Station
Studios and General Offices
Georgian Terrace Hotel
Mike Benton, Pres. Maurice Coleman, Gen. Mgr.
General Broadcasting Company

NEWS

SHELDON PETERSON, formerly in NBC Central division news and special events department, has joined KLZ Denver, as news and special events manager.

FRED HEYWOOD, producer at WNBC New York, has been appointed news and special events director of station. He succeeds **THOMAS B. McFADDEN,** who was recently appointed WNBC assistant manager [BROADCASTING, May 26]. Mr. Heywood assumed his new duties June 2.

Mr. Heywood

BOB ALLMAN, blind-lawyer-athlete and new sports authority on KYW Philadelphia, was scheduled to return to his alma mater, Overbrook School for the Blind, June 6 to present first annual Robert G. Allman Student Athlete Award. Based on scholarship and athletic ability, it is patterned after famous Class of 1915 award given annually at U. of Pennsylvania, where Mr. Allman captained the wrestling team.

CLAIR STONE, formerly with WISN Milwaukee, has been appointed director of news and special events for WDUZ Green Bay, Wis. Mr. Stone was program director at WTAQ Green Bay, and has been with WHBY Appelton, WHBL Sheboygan and WINN Louisville.

JOSEPH C. HARSCH, CBS news commentator, left for Europe June 3 where he will visit such cities as London, Paris, Vienna, etc., to refresh European connections. For next two months Mr. Harsch will be heard from Europe on his regular CBS Sun. 5:45-6 p.m. show.

TOM CARSON, former sports director of WCAR Pontiac, Mich., has been named director of sports and special events of WKBZ Muskegon, effective June 15.

WALTER HAGEN Jr., son of Walter Hagen of golf fame, has joined sports department of WRVA Richmond, Va., replacing **HUGH CARLYLE,** who has joined KMOX St. Louis.

GIL KINGSBURY, head of Washington news bureau of WLW Cincinnati and WINS New York, May 28 was elected a director of Washington Radio Correspondents Assn.

CY PENLEY, assistant news editor of KOA Denver, is the father of a boy, Kent Alan.

FOSTER MAY has resigned as ABC Western division news and special events director to devote time to completing novel which has been accepted for publication. No successor to his network post has been announced.

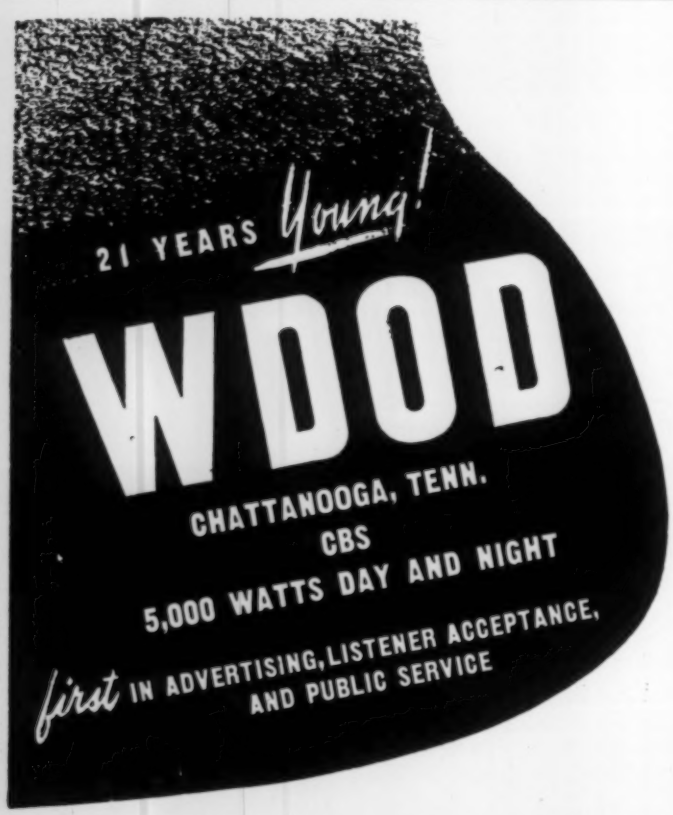
SAM HAYES, Hollywood news and sportscaster, does fight sequence announcing in Warner Bros. film, "Whiplash."

ORRIN MELTON, former news editor at KYSM Mankato, Minn., has joined KSOO Sioux Falls, S. D., in similar capacity.

JACK SHELLEY, newsbureau manager at WHO Des Moines, is the father of a boy, Stephen DeWane.

GENE GODT, newscaster at WHO Des Moines, is the father of a girl, Nancy Elizabeth.

A NEW CBS cooperative series begins June 30 and continues through Sept. 26, featuring Richard C. Hottelet and the news, Mon.-Fri. 6:45-7 p.m.



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

More Interest in Church Broadcasts Past Year, Inman Tells N. Y. Meeting

AN INCREASED interest in *Church of the Air* broadcasts during the past year, was reported by Elinor Inman, CBS director of religious broadcasts, at the annual meeting of the Board of Consultants for the *Church of the Air*, held at CBS headquarters, New York, on May 27.

The Rev. Patrick J. Masterson, representing The Very Rev. Msgr. John J. McClafferty and The Rt. Rev. Msgr. Robert F. Keegan, reporting on the series of 13 Roman Catholic broadcasts, said that audience response to this series was approximately 50% greater than to single unrelated broadcasts.

It was also agreed at the meeting that in connection with Bible Sunday, the first Sunday in December, a series of broadcasts by clergymen and laymen should be given prior to Bible Sunday as a means of arousing interest.

Edward R. Murrow, CBS vice president and director of public affairs, presided at the meeting, which was held following a luncheon of the board and CBS representatives.

Among those attending the meeting were: The Rev. Dr. Stanley B. Hazzard, executive secretary, Affiliated Baptist City Societies of Greater New York; The Rev. Dr. Stanley Stuber, director of public relations, Northern Baptist Convention and chairman of the national committee of the Northern Baptist Convention; The Rev. Mr. Everett C. Parker, chairman of the joint religious radio committee; The Rev. Dr. Emory Ross, executive secretary, Africa Committee of the Foreign Missions of North America; Father Masterson, representing Roman Catholics; Mr. Walter W. Kantack, Christian Science Committee on Publication for the State of New York; the Rev. Mr. Carl Lundquist, executive secretary, division of public relations, National Lutheran Council; The Rev. Ralph Stoody, director, Office of Methodist Information; Mr. Richard L. Evans, representing Elder Stephen L. Richards, member of the Council of Twelve, Church of Jesus Christ of Latter Day Saints; The Rev. Theodore F. Savage, executive secretary, Presbytery of New York Presbyterian Church, U. S. A., and member of the radio committee of the Presbyterian Church U. S. A.; Dr. Jonah B. Wise Central Synagogue.

CBS representatives included Mr. Murrow who presided; Davidson Taylor, CBS vice president and director of programs; Dr. Lyman Bryson, counselor on public affairs; Robert Hudson, director of education; William Fineshriber, assistant director of broadcasts; Leon Levine, assistant director of education and Miss Inman.

THIS LITTLE PIG . . . . . Will Be Safer Because Of WNAX Contest

IN AN EFFORT to reduce accidental loss of live stock coming into the Sioux City Stock Yards, WNAX Yankton, S. D., in cooperation with the National Safety Council and the Sioux City Stock Yards Corp. has prepared an educational plan to instruct stock handlers in safety measures.

From June 1 to Dec. 1 a contest is on for all live stock truckers in the area—North and South Dakota, Wyoming, Nebraska, Iowa and Minnesota. The contest is to encourage a more careful handling of animals, use of proper trucking equipment, and the elimination of highway accidents.

Awards totalling $2,000 in merchandise, cash, trophies and certificates will be presented winners of the contest. The certificates will be mounted on the cab of each winning truck. Presentation will be made during the annual Trucker Day in Sioux City Dec. 4.

The Sioux City Stock Yards receives an average of 3,000 trucks of live stock a week, with an annual business of over $200,000,000.00. "Every year," writes Robert Tincher, vice president and general manager of WNAX, "thousands upon thousands of dollars in live stock are lost because of accidents . . . on the highways . . . , in mishandling stock in and out of the loading chutes, thereby causing bruises which result in the spoilage of meat, etc. (and incidentally higher prices to the consumer)."

WJRI at Lenoir, N. C. Is Formally Dedicated

WJRI Lenoir, N. C., held its formal dedication last Friday at 10:15 a. m., in the Center Theatre, Lenoir. Governor R. Gregg Cherry made the dedicatory address. Station is on 1340 kc, with 250 w.

John P. Rabb is owner and general manager. Program director is A. G. Foard, and Don Perkins is commercial manager.

No. 1 PHILADELPHIA'S Sports Station
BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING
10,000 Watts WIBG
REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

SPONSORS

DAVID FACTOR has been elected board chairman of Max Factor & Co., Hollywood (cosmetic mfgrs.). Other new officers named by directorate include **MICHAEL HARRIS, JACK MIER** and **LEONARD MATCHAN** as vice presidents with **LEON LEVY** secretary. **MAX FACTOR Jr.** was renamed president.

HABLEY & CAREW DEPARTMENT STORE, Cincinnati, has signed for second full year of evening concerts program on WSAI that city. Program is 30 minutes, at 10:30 p.m. every week night except Fri., of recorded symphonic albums.

STANDARD OIL Co. of Indiana has contracted to sponsor all regularly scheduled football games of Chicago Bears this fall over WIND Chicago. Contract is for four years. Agency: McCann-Erickson, Chicago.

VOICE OF PROPHESY Inc., Washington, D. C. (religious), effective July 1, has appointed Western Adv. Agency, Los Angeles, to handle national advertising. George C. Hoskin Assoc., Chicago and Hollywood agency, currently services account. Radio will continue to be used, with no change in current station list or campaign, which includes weekly half hour live "Voice of Prophesy" on more than 250 MBS stations with transcribed version of that program on stations in 200 selected areas.

EMMRICH COFFEE Co., Portland, Ore., has started advertising campaign on KOIN Portland, and plans to expand to stations throughout Oregon and southwest Washington. Agency: Randolph Kuhn Adv., Portland.

J. H. FILBERT Inc., Baltimore (margarine and salad dressing), will intensify its sponsorship of spot announcements and participation programs after July 1. No changes in radio advertising for firm during June will be made. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

FORD DEALERS ADV. Assn. of Southern California, Los Angeles, June 2 started for 13 weeks, "Henry La Cossitt's Editor's Diary" on 7 Don Lee Southern California stations, Mon.-Fri., 8:30-8:45 a.m. (PST). Dealers on June 7 also started for 13 weeks, "Play Ball, Son" on 7 Don Lee Southern California stations, Sat. 8:30-8:45 a.m. (PST). Agency: J. Walter Thompson Co., Los Angeles.

SOUTHERN CALIFORNIA EDISON Co., Los Angeles (electric water heaters), June 2 started 30-day spot announcement campaign on KTIP KCOK KPKC KKIN. Agency: The Mayers Co., Los Angeles.

STRIETMANN BISCUIT Co., Cincinnati, Ohio, has added three stations to those carrying "Old Dominion Barn Dance" from WRVA Richmond, Va. Sponsoring program three times weekly, 15-minute show is now aired on WRVA WBIG WBT WPTF WFBC WIS WCHS WSAV WLOG WBTH WJLS WLOW. Agency: Harry M. Miller Inc., Columbus, Ohio.

"WFDF Flint's been advertising a drastic cut in women's clothes."

BUSINESS ASSOC. Inc., Raleigh, N. C., new bookkeeping and tax preparation, consultant and advisory service for small business, has appointed Piedmont Adv., Salisbury, N. C., to handle advertising. Test campaigns being planned for Carolinas and Virginia. Radio will be used.

QUAKER OATS Co., Chicago, Ill., has issued question-and-answer bulletin titled "Breakfast Mail Call" giving information on importance of well-balanced breakfast and suggested menus. Accompanying bulletin is folder giving vitamin summary and composition of Quaker cereal foods.

RESINOL CHEMICAL Co., Baltimore, has appointed Redfield-Johnstons, New York, for a special radio and newspaper campaign for its ointment and soap. Spot campaign is scheduled to begin in mid-June.

THE MILWAUKEE ROAD (railroad), June 16-28 begins spot campaign to introduce line's new Olympian Hiawatha running from Chicago to Seattle. Selected stations include KEX KOIN KXRO KVOS KRKO KGY KJR KXLY KMO. Sponsor also will use regular newscasts. Agency: Roche, Williams & Cleary, Chicago.

SANI-WAX Co., Dallas (polish), has appointed Hunter Adv., Los Angeles, to handle West Coast advertising, and June 9 started heavy spot announcement schedule on KIEV Glendale and KPO San Francisco. Other stations will be added.

WALT DENNIS, radio and television director of Allied Stores Corp., formerly on NAB headquarters staff, is ill with pneumonia, suffered while traveling with the RCA-Allied Television Caravan.

WALGREEN Co., Chicago (drugs) June 29 renews for 52 weeks three programs over WGN Chicago; "Weekend Reporter", Sat. 8:30-9 a.m. (CDST); "Famous Names," Mon.-Fri. 1:30-45 p.m. (CDST); and 8½ hours of newscasts during week. Agency: Schwimmer & Scott, Chicago.

R. E. KIRBYSON has been appointed vice president in charge of sales, advertising and marketing of Dalglish Chemicals Ltd., Toronto.

Book by Agency V. P.

A NEW NOVEL, *Justice Is a Woman*, by Helen Haberman, executive vice president, William Douglas McAdams Inc., New York, will be published this week by Prentice-Hall, New York. The book concerns New York lawyers and law firms and New Deal "brain trusters" during the war. Mrs. Haberman, who has the Squibb and Upjohn accounts for the agency, wrote a previous novel about agencies titled *How About Tomorrow Morning?*

One World Awards

ONE WORLD awards for 1947 were presented on May 28 in New York's Carnegie Hall to Fiorello LaGuardia and Fredric March by Norman Corwin, CBS writer-producer and 1946 winner. Arturo Toscanini's award was accepted in the maestro's absence by his son, Walter. Mr. LaGuardia, now a commentator for Mutual, was honored for his work in radio and the press, Mr. March for stage and screen and Mr. Toscanini for music.

NETWORK ACCOUNTS

New Business

SWIFT & Co., Chicago, (meat products), August 9 begins sponsorship of "Archie Andrews" show, now heard sustaining over NBC, Sat., 9:30-10 a.m. (CDST). Program will be aired over 160 NBC stations for 52 weeks. Agency: J. Walter Thompson Co., Chicago.

CONTI PRODUCTS Corp., New York, takes a summer haitus from July 3 until sometime in October for "Treasure Hour of Song" on MBS, Thurs., 9:30-10 p.m.

GENERAL MILLS Inc., Minneapolis, June 7 began for 52 weeks "Famous Jury Trials" on ABC, Sat. 7:30-8 p.m. (CDST). Agency: Dancer-Fitzgerald-Sample, Chicago.

STANCO Inc., New York (Flit household insecticide), May 27 for 13 weeks began "Flit Frolics" on Yankee network, Tues. and Thurs. (hours vary on different stations). Agency: McCann-Erickson, New York.

GENERAL MILLS Inc., Minneapolis, June 3 started for 52 weeks "The Green Hornet," on ABC, Tues. 6:30-7 p.m. (CDST). Agency: Dancer-Fitzgerald-Sample, Chicago.

Renewal Accounts

PRUDENTIAL INSURANCE Co., of America, Newark, N. J., June 1 for 52 weeks renewed "The Family Hour" on CBS, Sun., 5-5:30 p.m. Agency: Benton & Bowles, New York.

GENERAL FOODS Corp., New York, July 3 for 52 weeks renews "Maxwell House Coffee Time" with Burns and Allen on NBC, Thur., 8:30-9 p.m. Agency: Benton & Bowles, New York.

QUAKER OATS Co., Chicago, (Puffed Wheat, Rice Sparkies), July 1 renews for 52 weeks (eight-week haitus July 1-August 25) "Terry and the Pirates" on ABC, Mon.-Fri., 5-5:15 p.m. (CDST). Agency: Sherman & Marquette, Chicago.

No Escape, Doc

NEW CONTRACT which has re-signed *Unseen Advisor* to air human relations problems over WIP Philadelphia under sponsorship of Dr. Shor, the dentist, contains an unusual clause reading, "If lightning strikes Dr. Shor and causes his demise there will be no short rate." Reason for the clause, according to WIP's Sam Elber, was a technical argument between Dr. Shor and Benedict Gimbel Jr., president and general manager of WIP.

SEALY MATTRESS Co., Los Angeles, June 3 renewed for 52 weeks, "Alvin Wilder, News" on 17 ABC Western stations, Tues., 7:45-8 p.m. (PST). Agency: Alvin Wilder Adv., Los Angeles.

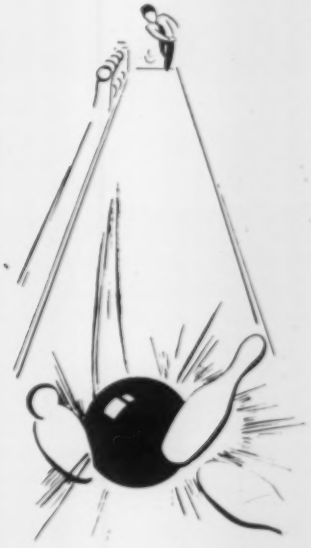
Net Changes

INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont. (silverware), June 8 replaced "Adventures of Ozzie and Harriett" with "Silver Theatre" on 26 Trans-Canada stations, Sun. 6-6:30 p.m. Agency: Young & Rubicam, Toronto.

ELECTRIC AUTO-LITE Co., Toronto (batteries, automotive equipment) June 12 replaced "Dick Haymes Show" for "Lawyer Tucker" on 29 Dominion network stations, Thurs. 9-9:30 p.m. Agency: Ruthrauff & Ryan, Toronto.

GENERAL FOODS Corp., New York (Maxwell House Coffee), June 23 replaces Kate Smith on CBS, Mon.-Fri. 12-12:30 p.m., with "Wendy Warren and the News." Agency: Benton & Bowles, New York.

You Can't MISS in MISSISSIPPI



Here's a proposition down any time buyer's alley: Place a schedule on all the 'Ole Miss Stations and get complete coverage of Mississippi's BILLION DOLLAR Market. You can't afford to miss the fact that retail sales volume in Mississippi has increased 34 per cent over last year. With all the 'Ole Miss Stations you can't miss Mississippi and this growing retail market.

THE 'OLE MISS STATIONS

WAML	Laurel	WGCM	Gulfport	WLAU	Laurel
WCBI	Columbus	WGRM	Greenwood	WMIS	Natchez
WCOC	Meridian	WJDX	Jackson	WQBC	Vicksburg
WELO	Tupelo	WJPR	Greenville	WROX	Clarksdale
WFOR	Hattiesburg	WJXN	Jackson	WSLI	Jackson

MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION

New Jersey's 1st Station
WAAT
970 ON THE DIAL
NEWARK-NEW JERSEY

FIRST
IN
AM

First commercial broadcast in New Jersey in 1920 over 2IA, the original WAAT.

FIRST
IN
COMMERCIAL
FM

Will be on the air as WAAW, on or before July, 1947...

Soon FIRST
IN
TELEVISION

CP granted April 8, 1947. Will be on the air as soon as construction is completed.

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION ...INCLUDING ALL 50,000 WATTERS.

New Jersey's 1ST Station
WAAT
970 ON THE DIAL
NEWARK-NEW JERSEY

TEACHERS' WORKSHOP
Radio and Schools Cooperate In Des Moines Project

RADIO WORKSHOP for teachers in which 12 hours of instruction will be offered in radio writing and production is to be another step in a program of close cooperation between broadcasters and the Des Moines schools, KSO Des Moines management announces. Workshop will start shortly after the next school term opens.

Movement of radio into the Iowa capital's schools began last summer when proposal of Tom Lewis, director of youth activities for KSO, for a 14-week series of dramatic, musical and discussion programs to be presented in classrooms by students and instructors was accepted by C. A. Schropp, director of audio-visual education in Des Moines Public Schools. At end of first series another 14-week series was set up. Parochial schools, as well as public schools, participated.

KSO also reports that the school board of Des Moines has approved tentatively the construction of a broadcasting studio in one of the high schools, with permanent lines leading to all Des Moines stations.

WCBS-TV NEW MOBILE UNIT READY TO BE USED

WCBS-TV New York will put its second mobile unit into operation this week. The fully-equipped unit will be manned by the camera crew formerly used on CBS studio video programs. This crew has been rehearsing for remote pickups since the new unit was delivered to CBS. Unit is said to be the first of a series of technical improvements at WCBS-TV, which will include changes in the station's antenna.

By mid-summer CBS expects delivery of a so-called television studio on wheels, a 1½-ton Chevrolet designed by RCA for remote operation.

Entire telecast can be handled from the truck with the exception of setting up the cameras at the scene of action. A reinforced platform construction atop the truck provides for mounting and operation of both cameras and relay antenna either from a fixed location or in motion, for covering parades, etc.

Station has purchased four new film projectors, two 16 mm and two 35 mm, and has made a second film channel available. It also has installed an optical device for handling titles, maps and other pictorial material. Built by CBS engineers, this mechanism permits fades, dissolves, superimpositions, etc., between multiple stages on which visual material can be mounted.

THE COMMUNIST PARTY, USA, has bought a quarter-hour, one time period, 10:15-30 p.m., Tuesday, June 10 on MBS. Program will carry talk by William Z. Foster, chairman of the Communist Party, opposing the Hartley-Taft labor legislation.

PRODUCTION

BILL MEREDITH, script writer, formerly with WLW Cincinnati for 5 years and previously with WLS Chicago, has been named continuity editor of WRFD Worthington, Ohio, effective June 15. WRFD expects to begin operations in July.

CHARLES AVEY, Army veteran and previously with KMBC Kansas City for 5 years as staff announcer, has been named continuity editor of KMBC, succeeding MYRON CURRY, who has resigned to take his masters and doctor's degrees at U. of Wisconsin.

JUDITH LAWTON, formerly with WBSR Pensacola, Fla., has joined WTOD Toledo, Ohio, as program director.

ARMINE H. WOOD, former staff announcer and music director of WHSC Hartsville, S. C., has joined announcing staff of WBML Macon, Ga.

WILLIAM CANNADY, staff announcer at WFRP Savannah, Ga., has been named station production director. KAY MIDDLETON has been appointed music librarian of station and RAYMOND STEWART and TOM REIMERS have joined WFRP announcing staff. BETTY RAUERS has joined station's sales-continuity department.

JOHNNY GILL, formerly with WHNC Henderson, N. C., has joined WWGP Sanford, N. C., as commercial coypwriter.

BOB McKEE, Chicago freelance announcr, has joined announcing staff of WBBM Chicago.

HENRY DICK, ABC associate staff director, is the father of a boy, William Eric, born May 28.

STEVE ROBERTSON, vacation relief announcer at KGO San Francisco, has been appointed to regular announcing staff, replacing HERB HALEY, resigned.

BOB REINHART, former assistant manager of CHOK Sarnia, Ont., has joined CFPL London, Ont., as production manager. He formerly was with CKWS Kingston, and CKGB Timmins as program director.

BOB MALEY, formerly with WLW Cincinnati as script writer, has joined WMBD Peoria, Ill., as continuity editor.

EDITH MILLER has joined continuity staff of KFAB Omaha, succeeding DON CROWE, who resigned to join Joyce Ayres Adv., Lincoln.

HOMER BLISS has been named chief announcer at WHAM Rochester, N. Y.

JANE BURROUS, formerly with continuity department of WBBM Chicago, has joined WKLX Lexington, Ky.

KAY WILKINS has joined continuity staff of WBBM Chicago.

BILL LINDSEY, formerly with KYUM Yuma, Ariz., and FRANCES WAITE, formerly with KMPC Hollywood, are to be married June 14. Following honeymoon, they are to join KYSC, new Sun Country Broadcasting Co. station now under construction at Yuma. Mr. Lindsey will be program manager of KYSC and Mrs. Lindsey will be office manager.

GORDON BAIN has joined announcing staff of CJOC Lethbridge, Alta., replacing KEN ANDERSON, resigned.

WINSOR BROWN, formerly with WMBD Peoria, Ill., has joined announcing staff of WWSW Pittsburgh, Pa.

LEE WOODY and MAX PRIDMORE have joined KCOY Santa Maria, Calif., as announcer-operators.

GENE WEBSTER, formerly on station relations staff of CBS Hollywood, has joined network's program writing department as librarian, replacing HARRISON NEGLEY, transferred to editing department.

DARYL HUTCHINS, announcer formerly of KPO San Francisco, has joined KSAN San Francisco.

TED HUNT has been appointed program director of KROD El Paso, Tex.

CHICK LIND, announcer at WKBN Youngstown, Ohio, is the father of a boy.

JEAN WILSON, formerly with WKPT Kingsport, Tenn. and WEGO Concord, N. C., and wife of DAVID E. BIGLEY, program director of WJOI Florence, Ala., has joined advertising and copy department of WJOI.

DEBORAH B. COTTON, former director of women's programs at WTVL Waterville, Me., and previously program director of WMFT Florence, Ala., has announced her engagement to Bill Leighton.

DON McNEILL, m.c. of ABC "Breakfast Club" program, has been awarded a Certificate of Appreciation from Veterans Administration in recognition of entertainment furnished by the "Club" on visits and for announcements about G. I. insurance.

FRED HAGELUND, writer-producer, formerly of KPO San Francisco, has returned to the station after five years in the AAF radio service and as a freelance writer in Hollywood.

TOL AVERY, freelance announcer-actor, has joined KPO San Francisco.

DEENE STEWART, announcer of KQW San Francisco, is the father of a boy.

WHIT CLARK, announcer at WHAV Haverhill, Mass., is the father of a boy.

BILL SEYMOUR, staff announcer of WBBM Chicago, has resigned to accept a position as program director with a New Orleans station.

LYLE SELBY, formerly with WINX Washington, has joined announcing staff of WQQW that city.

HANNS LEO REICH, director of "Viennese Melodies" program over WSBC Chicago, and prominent in other Chicago foreign language broadcasts, has

FARM STATION?
Yes! For twenty years our entertainment and services have been planned for farmers in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

POSSIBLE EXCHANGE by CBS and BBC of educational programs of the "School of the Air" type was discussed by Leon Levine (seated l), CBS assistant director of education, and Mary Summerville, visiting BBC director of school broadcasts, talks and educational programs, at meeting in New York. Others at meeting were: (l to r, standing): George Crothers, director of "In My Opinion" series; William B. Reed, North American director of BBC; Mildred Game, script writer for "Gateways to Music;" Frank Ernest Hill, script editor for "School of the Air;" Donovan Rowse, special assistant to Mr. Reed; Helen Kandel, CBS script writer for "Tales of Adventure."

Staff of New Pensacola Station Is Announced

STAFF of WEAR Pensacola, Fla., on the air since April 1 as an MBS affiliate with 250 w on 1490 kc fulltime, has been announced by W. J. (Dick) Dickerson, manager, who was formerly with KABC San Antonio.

Chief engineer is Howard Grove, formerly with KTUL Tulsa. Jim Young is program director. He was formerly with the Texas State Network and KABC. Licensee of WEAR is the Gulfport Broadcasting Co.

been informed by the Austrian Ministry of Education that his dramatic prologue "Austria" was performed at official May Festival in Vienna's Konzerthaus.

FRED MOORE, announcer of KFOX Long Beach, Calif., is the father of a boy.

BILL SYMES, producer of Don Lee Broadcasting System, Hollywood, is the father of a boy born May 27.

KARL GRUENER, NBC Hollywood producer, is the father of a boy born May 26.

BAZIL (Buss) ADLAM, ABC Western division musical director, is the father of a boy born May 24. **BILL BROWN**, saxophonist in Mr. Adlam's orchestra, is the father of a girl, also born May 24.

ROBERT ANDERSON, on production staff of ABC "Darts for Dough," is the father of a boy.

JOE KEARNS, WCAU Philadelphia band leader, and **MARY LOU HOWARD**, KYW Philadelphia vocalist, have announced their marriage.

BEN A. HUDELSON, director of education for WBZ Boston and WBZA Springfield, has been elected to membership of Junior Town Meeting League Council.

FREDA BAKER, assistant music librarian of KFAB Omaha, and Donald Frye have announced their marriage.

BILL HILLMAN, music director of KIDO Boise, Idaho, is the author of an article "Radio Has a Place in the Schools" which appeared in May issue of The Idaho Educational News.

HARLAN JUDKINS, announcer at KTUL Tulsa, Okla., and Jo Dean Bruce are to be married June 21.

JOHN S. JACKSON, formerly with CKMO Vancouver, B. C., and CKRC Winnipeg, has joined production staff of CKNW New Westminster, B. C.

JEAN REGAN has joined copywriting department of WNLC New London, Conn.

MIKE DEEGAN, WDAS Philadelphia program director, has returned to work after a six weeks' illness.

BARRY RITTENOUR, formerly with WMFF Plattsburgh, N. Y., has joined announcing staff of WNBZ Saranac Lake, N. Y.

BILL WELLS, formerly with WNEW New York and WMPS Memphis, has joined KIXL Dallas, as record m. c.

MELVIN WINTERS, member of musical staff of WOAI San Antonio, is the father of a boy, Melvin Arthur, born May 30.

FRANK R. PIERCE, formerly with WMOG Brunswick, Ga., has joined announcing staff of WORC Worcester, Mass.

BUD RAINEY, program m.c. on WTIC Hartford, has returned to station after an illness of several months.

BERNARD MULLINS Jr., announcer at WBRY Waterbury, Conn., and Barbara Brancherry have announced their marriage.

BILL WENZEL has joined announcing staff of WHAM Rochester, N. Y.

TECHNICAL

C. K. CHRISMON, former chief engineer at WGAY Maryland, has joined WFLO Farmville, Va., in similar capacity. **N. J. CHACONAS** has been named to succeed Mr. Chrismom as chief engineer at WGAY.

CHESLEY HOOPER, formerly with WGAA Cedartown, Ga., has joined WLBB Carrollton, Ga., as chief engineer.

WALTER A. KUBILUS, Army veteran, has joined engineering department of WFIL Philadelphia. While in the Army, he aided in construction of an AM station for Air Forces in Tezpur, India, and later served as operations engineer for the outlet.

MORT BORROW, engineer at WPEN Philadelphia, and **JOHN HARRISON**, engineer at WIP that city, have tied in election for treasurer of eastern branch of Broadcast Local 1 of American Communications Assn., CIO.

HECTOR MOLL, chief studio engineer of WAPA San Juan, P. R., is the father of a girl.

GENERAL ELECTRIC Co., Electronics Dept., Transmitter Div., Syracuse, N. Y., has developed a high-gain beacon antenna, Type EY3A, for two-way radio communication in 152-162 mc band. Multi-element antenna, EY3A's power gain in about two and a half times that of ordinary coaxial dipole. Terminal impedance is 50 ohms.

HERB EIDSON, chief engineer at WIS Columbia, S. C., is the father of a girl.

JOHN J. McMORROW, Army veteran new to commercial radio, has joined WCOP Boston, as control room operator.

ROLAND YOUNG, CBS New York supervisor of repair and replacement, is in Hollywood for several weeks, conferring on network's development of Mt. Wilson transmitter construction site.

GENERAL ELECTRIC Co., Electronics Dept., Tube Div., Syracuse, N. Y., has developed a new 10-inch cathode-ray electronic tube, Type 10FP4, for television receivers. Employing magnetic focusing and deflecting, new tube is designed with an aluminum-backed direct-view screen to prevent development of ion spots and to intercept cathode glow. Maximum ratings of 10FP4 include anode voltage of 10,000 volts; grid No. 2, accellerating electrode, voltage of 410 volts; grid No. 1, control electrode, of minus 125 volts.

JOHN SCHEN, engineer at WHBC Canton, Ohio, and Helen Benach were to be married June 7.

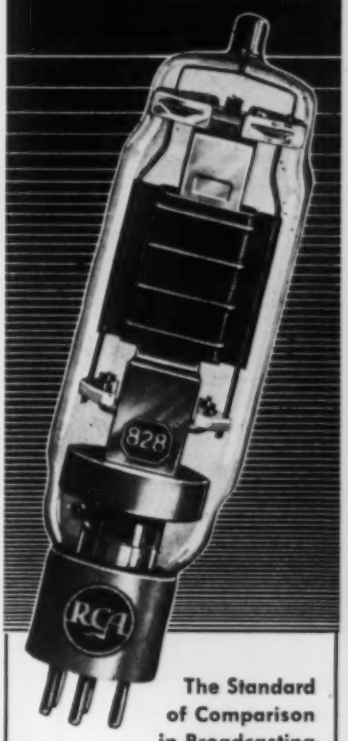
HENRY F. CLARK has joined WHBC Canton, Ohio, as transmitter engineer.

RITA DEVANEY, formerly with BBDO, Chicago, has joined WBBM Chicago, as secretary to **GEORGE SHERMAN**, executive of engineering department.

JOHN K. BIRCH, formerly with WMON Montgomery, W. Va., has joined WOAI San Antonio, as control engineer.

DAVEN Co., Newark, N. J., has announced an improved feature in its line of attenuators. Oilite bearings are being supplied on standard units. Bearings are made of an oil impregnated metal and are thus permanently lubricated to provide a free-turning non-binding unit.

RCA TUBES



The Standard of Comparison in Broadcasting

Beam Power Tubes

✓ **They give you more for your dollar** because they deliver high output with low driving power. In short, better performance with fewer stages.

✓ **They give you better results** because they make it practical to improve frequency response and to reduce hum level and distortion.

✓ **They simplify transmitter operation** because they need fewer adjustments . . . ordinarily need no neutralizing. RCA beam tubes are very stable in high-gain, wide-band services such as FM and TV.

Buy RCA's when you need beam power tubes. We have the most complete line in broadcasting. For information write RCA, Sales Division, P36F, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

PROGRAMS

NEW QUIZ program titled "Have You Got It?" has been started on WHBC Canton, Ohio, Thurs. 7:45-8 p.m. Originating from lobby of local movie theatre, show is conducted by Bob Clayton who interviews theatre-goers and asks the question: "Have You Got It?" He may ask for a 1912 nickel, key ring, red pencil or any such item. If participant can produce the object, merchandise prizes are awarded by Finney Drug Co., sponsor of series. During each show one special question is asked, which, if answered correctly, brings a $5 cash prize.

Ideal Mate Contest

BASED on the popular song titled "The Girl That I Marry," new program of music, romantic stories and poetry has been started on KXLK Great Falls, Mont. Outstanding feature of show is contest inviting listeners to submit letters giving the qualifications of the ideal man or woman the listener thinks of as the one he would marry . . . or has married. Local merchants who sponsor the show are contributing prizes, such as a diamond ring, fur neckpiece, clothing, free trip and vacation, etc., which will go to winner of contest at end of six weeks. Merchants now have their prizes on display in store windows.

Traffic Bulletins

TO KEEP motorists informed of weekend and holiday highway conditions, WOR New York is airing regular reports about traffic on main arteries to and from New York City. Service, which started May 30, includes traffic bulletins in 7.30 and 8.30 p.m. newscasts on Sundays for entire summer. In addition, spot announcements on conditions and appeals for cautious driving will be made on summer weekends at frequent intervals. To gather reports quickly and completely, WOR has lines in New York and New Jersey state police headquarters.

'One Out of Ten'

WEEKLY half-hour program highlighting performances of Negro artists started on WNEW New York, Monday, June 2, 9-9:30 p.m., and features Virgil Richardson of the American Negro Theatre with a weekly newsletter on activities of Negro performers. For summer the series will be transcribed, but will broadcast live in the fall. Titled "One Out of Ten," from statistical fact that one out of every ten persons in U. S. is a Negro, show includes representations of talents of such performers as Marian Anderson and Louis Armstrong.

Video Series

A FOUR-and-one-half-month trip throughout the Pacific is the subject of new series which started June 1 on WNBT New York, NBC television station. Aired Sun. 8:45 p.m., series consists of film taken by Mr. and Mrs. William Winter, with commentary provided by the couple, taken during trip early this year. Titled "This Is Your World," series includes shots taken in most all of the Pacific Islands. The Winters plan to leave the U. S. next fall for a similar trip throughout Europe.

Review Police Dept.

DRAMATIZATIONS of activities of local police department are presented on new summer series titled "Your Richmond Police Department" heard on WMBG Richmond, Va. Each week some section or phase of the police department is discussed or dramatized on show. Material is obtained by firsthand observation of department's work. Various police officials appear on shows as guests.

Fishing Data

FISHING INFORMATION of Southern Kansas and Northern Oklahoma is being presented as a public service on morning newscasts of KSOK Arkansas City, Kan. In conjunction with local sponsor, Holt Motor Co., Bob Reel, morning news editor, is devoting one and a half minutes of his morning news program to giving this information for the benefit of summer sportsmen in the area.

He Doed It

WHEN a Boston listener wrote to the Yankee Network's "Answer Man" program inquiring if a golf ball had ever been driven through a phone book, Answer Man Sam Snead was not certain but decided to try the stunt for the listener. Mr. Snead, a golf champion, at a distance of 10 feet, drove a golf ball through the Providence-Pawtucket telephone directory (about 500 pages) on the green of the Charles River Country Club. Boston listener now has his answer.

Wild Life Feature

DESIGNED to stimulate interest among young people in life found in woods, fields and waters of New England, new series titled "Let's Go Exploring" is to begin June 10 on WBZ Boston and WBZA Springfield. Aired Tues. 9:15-9:30 a.m., show will continue through Sept. 16. Series is summer replacement of "Vocation Time," regular Tuesday edition of "Listen and Learn" series, and is presented in cooperation with Massachusetts Dept. of Education and New England Committee on Radio in Education. Format of "Let's Go Exploring" presents principal characters of Uncle Ned, George and Sally, who discuss human-interest stories of wild life.

Program Analysis

ANALYSIS and discussion of past programs on juvenile delinquency is to be presented on new five-week series over KYW Philadelphia in cooperation with Crime Prevention Assn. of Philadelphia. Outstanding citizens from various fields will listen to past programs, then go on the air and discuss them. Primarily, what will be discussed is the thinking revealed by students' opinions expressed on "Junior Town Meeting" programs.

FM Playhouse

STORIES based on music of modern dance orchestras are being presented on WGYN New York, by experimental dramatic group, the FM Playhouse. Each Tuesday at 10 p.m. the group presents a story of the effects of popular music and of the men and women who play it. On Friday at same time, Playhouse features dramatic skits on WGYN. The FM Playhouse is run as a co-operative group and is designed to present new talent in original radio dramas.

News for Sportsmen

DESIGNED not for fans, but for sports participants, new "Sports Meeting" program has been started on WHAM Rochester, N. Y. Aired Sat. 6:30 p.m., show is conducted by Ed Little, who summarizes local sports activities, calling attention to good golf scores, meetings of archery clubs, swimming competitions, softball loops, and other activities of interest to sportsmen.

Zoo Study

ORIGINATING from Philadelphia Zoo, new series of weekly on-the-spot programs titled "What Do You Know About Animals?" has been started on WPEN Philadelphia. Aired Sat. 10:45-11 a.m., show is conducted by Freeman Shelley, director of Philadelphia Zoo, who pits picked teams of Junior and High School students against each other in a quiz. Winning students receive prizes such as subscriptions to animal magazines.

'Meet the Folks'

NEW PROGRAM titled "Meet the Folks" which will feature material chosen entirely from files of the American Weekly, with an m.c. and the personal appearance of main characters in the story, is currently being offered by John Paul Schofield, of the John A. Clements Assoc., New York, as a package show. Each program will consist of dramatization of three stories taken from the American Weekly published the Sunday preceding the show. Cost of the package is placed between $8,000 and $8,500 per week.

Children's Stories

IN AN ATTEMPT to answer the plea of parents for a substitute to the overstimulating crime stories, KLX Oakland has inaugurated a new series of children's plays titled "Junior Theatre of the Air." Stories are adapted from famous fairy tales by Ellen Reisewitz and are portrayed by juvenile actors of professional caliber.

Salutes Neighbors

RESIDENTS of near-by communities participate in new series titled "Know Your Neighbor" over WLBB Carrollton, Ga. Cities within a 35 mile radius of Carrollton are saluted once a week on series which is aired Mon. through Sat. Residents of each locality furnish local news, present outstanding talent and participate in interviews. Plans are being formulated to institute another 30-minute period a day to accomodate additional communities.

'Thrill Inc'

LISTENERS become stockholders in new series which started on WBBM Chicago, June 1. Titled "Thrill Inc," program has as its opening theme a "board of directors" who govern an organization which pays off with 30 shares of excitement, one for each minute of program. Cast features Chicago radio stars such as Charles Flynn, Dick York, Viola Berwick and Beryl Vaughan, and headlines John McCormick as chairman of board. Conceived, written and produced by Harry Ridgely, show is aired Sun., 9:30-10 p.m. (CDST).

Memorial

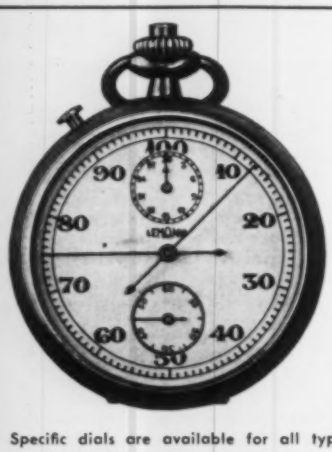
A MEMORIAL to the late Adrienne Ames, WHN New York commentator and former screen star, was broadcast by WHN June 2 during the time usually occupied by her program. Miss Ames had broadcast a Hollywood and Broadway commentary twice daily over WHN for the last six years.

Wild Life

WILD LIFE lore will be featured in children's summer series of weekly broadcasts by Canadian Broadcasting Corp. on Trans-Canada network. Dan McCowan, Canadian naturalist, will talk about wild life, hunting with a camera, speed records of Canadian animals, mishaps of big and small game, and other wild life topics, with broadcasts specially produced for the children's audience.

Yankee Scholarship

SCHOLARSHIP to Wellesley College Summer Theatre will be given by Yankee Network to writer of the best letter on "Why I Like the Theatre," according to Linus Travers, Yankee executive vice president and general manager. Series of programs from the workshop will be presented by Yankee July 7 through Aug. 16.



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Promotion

THOM W. CORBY, for 25 years in advertising department of Waterbury American and Republican newspapers, Waterbury, Conn., has been appointed promotion director of WBRY that city, as well as the Waterbury American and Republican, which owns the station.

WILLIAM H. (Bill) SHAW, son of the late Harry Shaw, former NAB president and former owner of WMT Waterloo, Iowa (now in Cedar Rapids), June 9 joins promotion staff of WLAC Nashville.

ALFRED R. BECKMAN, former timebuyer at Cecil & Presbrey, New York, and prior to that business manager and timebuyer at Buchanan & Co., New York, has joined ABC's station relations department. Before his association with Buchanan, Mr. Beckman was with ABC as supervisor of commercial traffic and later as manager of ABC's sales service department.

JACK HARDESTY, formerly on sales staff of WOL Washington, has been named WOL director of sales promotion. He succeeds **TOM MEANS,** resigned.

GEORGE FLOWERS, director of sports for WOHS Shelby, N. C., has been appointed promotion manager, in addition to other duties.

CHARLES CARROLL FORBES, formerly with Haire Publishing Co., New York and General Outdoor Adv. Co., New York, has been appointed director of sales promotion and merchandising at WOV New York.

WISR Butler, Pa. has appointed Robert S. Keller Inc., New York publicity and public relations firm, to handle national sales promotion for station.

BARBARA PIERCE, member of publicity-promotion staff of WTAG Worcester, Mass., and Arthur J. Boucot have announced their engagement.

Line-Up Contest

LISTENERS are requested to send in their choices of players who will be in starting lineups of American and National Leagues for the annual All-Star game, in a contest being conducted by Tait Cummins, sports director of WMT Cedar Rapids, on his daily "Sports Digest." Entry that comes closest to starting teams will receive six tickets to Chicago Cubs doubleheader on July 4. Other winning entries will receive pictures of major league baseball stars and regulation baseballs.

Advance Promotion

DEMONSTRATIONS of FM receivers will be presented in theatre lounge in Jersey City, N. J. as promotion for WFMO, new FM station nearing completion in that city. Station has completed arrangements through its affiliate, Embassy Newsreel Theatres, with Zenith Radio to present the demonstrations. Booklets and signs telling the story of FM also will be available to theatre patrons.

Anniversary Booklet

BOOKLET on stations' history and services in conjunction with its 21st birthday has been issued by CKNX Wingham, Ont. Booklet points out that: "This independent station owns modern studios, equipment and transmitter valued at $60,000, has no debts and has paid its own way. . . Brings to Western Ontario listeners, at no cost to them, a full service of entertainment, music, news and information." Booklet is well illustrated, goes into detail about station's community programs, and service to rural communities in area.

Diamond Award

LISTENERS are being invited to participate in a June Diamond Award contest being conducted by Ted Malone on his Monday 11:45 a.m. show on ABC, sponsored by Westinghouse Electric Corp. Winner will receive a $500 diamond ring for best letter describing the happiness brought by a diamond. Contest begins June 9 and ends June 30. During contest period Mr. Malone will relate story of a diamond from time it is blasted loose from rock until it reaches the retail jewler. Agency for show is McCann-Erickson, New York.

WOR Contest

LATEST promotion of WOR New York was contest conducted week of June 2 for best letter on subject "Why I Listen to WOR." To enter competition, listener had to piece together six phrases broadcast on WOR programs. When tied together the phrases made a paragraph about history and marketing ability of station and entry was asked to base his letter on that statement. Daily prize awarded was a Carrier Home Air Conditioner.

Cigars for Fathers

FATHERS of babies born in Richmond, Va., on Fathers Day, June 15, will receive box of cigars from George Bannister, 99 year-old Confederate veteran of that city. Mr. Bannister will distribute the cigars to the new fathers through the facilities of WRNL Richmond.

'Whistler' Brochure

REVIEW of Hooperatings earned by "The Whistler" program is presented in brochure released by Columbia Pacific Network. Headed "How to Rate a Whistle," brochure emphasizes high listening audience of "The Whistler" and states that although that show is already sponsored, "the Columbia Pacific Network has other proved program ideas that are still available. . . . Call us . . . and rate a whistle too." "The Whistler," originally designed for Pacific Coast only, is now heard coast-to-coast on CBS.

Announce Move

ANNOUNCING the change in location of its offices, O'Brien & Dorrance, New York publicity and public relations firm, has released a colorful folder titled "It's Our Move." Firm is now located at 160 E. 56th St. Folder states: "We have the whole eighth floor—which means lots more room for everyone and more facilities to do a better promotion job than ever for our clients. . . . Call us, Plaza 9-3943. There'll be a representative at your elbow before you can hang up the 'phone."

Dance for Teen-Agers

CLIMAXING this season's broadcasts of the "1480 Club," afternoon feature devoted to scholastic news and activities on WHBC Canton, Ohio, station was scheduled to sponsor an afternoon tea dance for teen-age listeners June 7. Dance was to be held at local amusement park with all rides reduced to half price for event. Free tickets were issued in all schools in WHBC coverage area. "The 1480 Club" is heard Mon.-Fri. 4-4:30 p.m. and will resume broadcasts in fall concurrent with reopening of schools in area.

Memo to Dealers

REPRODUCTION of memo sent to dealers and distributors by Westchester Lighting Co. is presented on latest promotion sheet of WFAS White Plains, N. Y. Memo is review of company's programs on WFAS and urges dealers to listen to these shows . . ."or have one or more of your display radio sets tuned to WFAS continuously . . . since coverage by this Westchester station is becoming more and more outstanding."

Production Maps

FARM PRODUCTION maps prepared by Dept. of Agriculture are used in latest promotion piece of KVFD Fort Dodge, Iowa, to emphasize rich territory covered by station. Promotion sheet is headed: "People in KVFDland Have More." Statistical data regarding the maps and relation to location of KVFD are given in copy supplementing the illustrations.

Sports Folder

COLORFULLY illustrated with cartoon drawings, latest promotion piece of KMYR Denver, emphasizes sports features offered by station. Titled "All Your Listening In One Basket," folder presents review of sporting events covered by station. Pictures of KMYR sportscasters are included along with season's schedule of Denver Bears baseball games.

O'Malley Brochure

PICTORIAL brochure featuring Happy Jack O'Malley, who is celebrating his 20th anniversary with WNAX Yankton, S. D. [BROADCASTING, June 2], has been issued to the trade by that station. Titled "An Unchallenged Record," brochure states that Mr. O'Malley has had 20 years in radio—20 years on one station—and 20 years with the same sponsor. Program sponsor is Gurney Seed and Nursery Co. Copies of telegrams of congratulations are presented in brochure along with pictures of the anniversary celebration.

Dairy Contest

RURAL and city listeners are invited to submit statements of 50 words or less concerning value of dairy products in American diet, in contest being conducted by Paul Visser, farm director of WBZ Boston, on "Farm Hour" program over that station. Titled "June is Dairy Month Contest," event features prizes grouped into two classifications—rural and city. Top prize for rural listeners is a De-Lavel-Surge-Conde Electric milking machine, while second prize will be automatic home milk pasteurizer. First prize for city section will be week's vacation on a New England farm with all expenses paid. Second prize winner will receive a "Dairy-aid," automatically-controlled electric cooling unit to keep dairy products at proper temperatures.

WHFM Brochure

THREE-FOLD, three-color brochure combining station facts with market data has been released to the trade by WHFM Rochester, N. Y. Theme of release is "In Rochester . . . If it's FM . . . It's WHFM."

Harper Correction

HARPER & Bros., New York and London publishers, announces that it erroneously listed Hoyland Bettinger as general manager of WRGB, General Electric's television station at Schenectady, in the biographical sketch on the back flap of Mr. Bettinger's new book, *Television Techniques*. [BROADCASTING, May 19]. The author's correct title is program manager.

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Newspapers, Advertisers Protest Canadian System

NEWSPAPERS and advertisers are understood to be presenting briefs to the Parliamentary Radio Committee at Ottawa this week pointing to necessity of setting up an independent regulatory and licensing body. Canadian Daily Newspaper Assn. will show rapid development of facsimile transmission, bringing newspapers under present radio legislation. It will also deal with free speech and newspaper ownership of radio stations and facsimile radio transmission needs.

Canadian Assn. of Advertising Agencies and Assn. of Canadian Advertisers are expected to present a joint brief stressing the importance of advertising in promoting the distribution of goods and lowering their cost to the consumer. The brief will propose that advertisers should not be limited in the choice of radio stations for their advertising material to particular set-ups or networks controlled by CBC, but that they should be able to establish regional or other networks using stations of their own choice which will best suit the needs of the advertisers.

NEW Old Gold show for next fall on CBS reported to include Frank Morgan, Don Ameche, and Frances Langford. Agency for P. Lorillard Co., makers of Old Gold cigarettes, is Lennen & Mitchell, New York.

ROBERT HALL CO. LIKES RADIO

Firm Airs Transcribed Commercials 100-150 Times Daily on Six N. Y. Area Stations

AN OUTSTANDING radio success story was told last week by the Frank Sawdon Co., New York, agency for the Robert Hall Clothing Chain.

The chain is owned and operated by the huge United Merchants & Manufacturers Corp., which maintains 39 outlets throughout the U. S. retailing clothes for the entire family. Although the firm has used radio in other areas for several years, it invaded the metropolitan New York district for the first time in September with the opening of four new stores in New York City.

Utilizing six stations — WNEW WHN WMCA WHOM New York, WAAT Newark and WPAT Paterson—commercials for Robert Hall Clothes are aired from 100 to 150 times each day. Transcriptions are used almost exclusively, programming varies from one-minute spots to 15-minute newscasts and longer record music shows, including the Ted Husing and Bea Wain-Andre Baruch programs.

Results, according to Mr. Sawdon, have been phenomenal. "Radio has done a great job for us," he said. To avoid undue repetition, new commercials are transcribed every 60 days. Singing commercials are used extensively, with top talent. All of the firm's radio contracts are for 52 weeks. "We don't believe in just getting our feet wet and then pulling out," Mr. Sawdon explained.

So pleased are the Robert Hall executives with radio's selling job that they are planning even wider radio coverage this fall, he says. "Radio has helped Robert Hall carry out its policy of keeping overhead down and prices at a minimum," Mr. Sawdon declared.

KMOX, Two Universities Sponsor Radio Workshop

KMOX St. Louis will sponsor a radio workshop in cooperation with U. of Missouri, Lincoln U. and St. Louis Board of Education. Course will be held June 16-27 at the KMOX studios. Two hours of college credit will be given teachers who complete the course. U. of Missouri and Lincoln U. are accepting enrollment of graduate students and undergraduates with senior status.

Morning sessions will be open to registered students and others interested. Lectures and demonstrations on programming, script writing and production will be given by KMOX staff members. Afternoon session, consisting of training in production, script writing, utilization and research, will be open to registered students, only.

N. Y. AREA SETS-IN-USE AVERAGE REMAINS 24.8

THE AVERAGE quarter-hour sets-in-use for May 1947 in the New York area remained at 24.8, the same figure reported for April 1947 and May 1946, The Pulse Inc., New York, has reported.

The top 10 evening shows listed in the report for May were: Jack Benny 26.7, *Lux Theatre* 24.0, Bob Hope 21.3, Fred Allen 20.7, *Fibber McGee & Molly* 20.0, *Chase-Sanborn Program* 19.7, Red Skelton 16.0.

The first 10 daytime programs listed were: *Kate Smith Speaks* 7.9, *Helen Trent* 7.3, *Aunt Jenny* 7.2, *Our Gal Sunday* 7.1, *Big Sister* 6.7, *News-Harry Clark* 6.5, *My True Story* 6.5, *Rosemary* 6.5, *Ma Perkins* 6.3, *Breakfast Club* 6.1.

Saturday and Sunday daytime programs listed were: *The Shadow* 9.3, *Counterspy* 8.3, *Hour of Charm* 7.7, *True Detective Mysteries* 7.7, *House of Mystery* 7.0, *Family Hour* 6.3, *Quick as a Flash* 6.0, Yankees at Chicago 6.0, *Children's Hour* 5.7, *Quiz Kids* 5.7, *Shaeffer Parade* 5.7, F. H. LaGuardia 5.7.

HONORARY degree of Doctor of Laws will be conferred upon Paul A. Porter, former chairman of the FCC, June 9 by Allegheny College, Meadville, Pa.

WHPE HIGH POINT, N. C. TAKES AIR ON 1070 kc

WHPE began operation June 3 as a 1-kw daytime station on 1070 kc at High Point, N. C. Station is owned and operated by the *High Point Enterprise*, a daily newspaper published by R. B. Terry, president, and D. A. Rawley, secretary-treasurer.

Personnel includes John M. Rose, program director; Walter F. Hester, commercial manager; Harold Spengler, chief engineer, and Bill Alspaugh, chief announcer.

Air-conditioned studios, constructed by Johns-Manville Co., are located on the third floor of the Enterprise Bldg., while the transmitter and tower are two miles away. Tower is a self-supported Truscon, and the FM tower mounted atop it brings the total height to 377 ft. FM antenna is of 6-bay General Electric design.

The *Enterprise* has announced plans to open its FM station, WHPE-FM soon on 95.5 mc with power of 3 kw and radiated power of 13 kw.

Shut-In Assn. President Praises Radio Publicity

RADIO STATIONS have given international celebration of "Shut-In's Day" (first Monday in June) more publicity this year than ever before, according to Mrs. William Francklyn Paris, president and executive director of The Shut-In's Day Assn., of the U. S. A., which has national offices in Philadelphia.

More than 600 radio stations have cooperated in publicizing the day, she said, with major networks especially helping the cause.

Toronto Ad Club Elects

S. M. PHILPOTT, sales manager, Northgrave Ltd., Toronto, has been elected president of Advertising and Sales Club of Toronto. Among other officers elected are: J. W. Lawrence, advertising manager, Borden Co., as treasurer; Adrian Head, J. Walter Thompson Co., director; J. A. McTaggart, J. J. Gibbons Ltd., director; Horace Stovin, Horace N. Stovin Co., director.

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32,000 WATTS

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National Representative

WORLD'S BIGGEST TEXTILE MILLS

Menser Addresses NBC Conference in Hollywood

NBC's RIGHT to reject minority-interest programming was defended by C. L. Menser, vice president in charge of programs, in the keynote address to 27 program representatives of 15 western network stations meeting in Hollywood May 27-29.

He recognized the right of minority groups to be heard, but said the "right to listen" was a constant factor in reaching program decisions.

Thomas McCray, national program manager, advised the group against pressing programs in the face of general public disinterest in such a format, even though they themselves might like the programs. He recognized the need for constant talent search, and suggested that a talent pool might some day be created from which stations could draw performers as needed.

National Open Tourney On KSD-TV's Schedule

TELECASTS of the National Open Golf Tournament opening Thursday (June 12) at the St. Louis Country Club will be presented by KSD-TV, operated by the *St. Louis Post-Dispatch*. First presentation will be 2-4 p. m. Thursday, and another two-hour telecast will be aired Saturday 3-5 p. m. Both will include on-the-spot interviews with famous golfers participating in the tournament.

KSD-TV has announced that it plans to set up its television equipment, including two RCA Image Orthicon cameras, at the 18th fairway. Electronic record of events there will be carried by shortwave transmitter 11½ miles to the *Post-Dispatch* sending equipment.

Commercial television service was inaugurated by KSD-TV last February coincidental with the celebration of Edison Centennial Week [BROADCASTING, Feb. 10].

ABC "David Harding—Counterspy" has been awarded a citation for "outstanding contributions to interfaith understanding and brotherhood" by Cinema Lodge of B'nai B'rith, Beverly Hills, Calif.

SEALING DEAL for broadcast of 16 home and road games of Los Angeles Rams on KMPC Hollywood is Tom Lane (seated), director of sales promotion and advertising for Rexall Drug Co. Witnesses are (l to r): Bob Kelley, KMPC sports director, who has described games for 10 years; Herbert H. Wixson, station assistant manager in charge of sales and programs; A. W. Neally, vice president and resident manager of BBDO Los Angeles; Bill McDaniel, station account executive; Len Carey, agency account executive; Robert O. Reynolds, vice president and general manager of KMPC.

Westinghouse Electric's Production at New Peak

PRODUCTION RECORD of Westinghouse Electric Corp. hit a new peacetime high of $58,485,244 in April, which was $8,000,000 greater than the previous peacetime peak production in March 1947, Gwilym A. Price, president, said in a report to the company's board of directors. Greatest production increase was made by the Electrical Appliance and Transformer Divisions, Mr. Price said.

April billings of the Home Radio Division in Sunbury, Pa., were up 10% over March. Mr. Price said research and engineering on a new line of radios has been completed and that the new models will go into production soon.

$15,000 FOR BOYS

Bob Hope Amarillo Appearance —Aids Good Citizen Project—

WHEN BOB HOPE brought his show to Amarillo, Tex., on May 21 for his weekly broadcast over NBC and another performance later the same evening at the city auditorium, it was a big day for Boys Ranch, a project directed towards the building of good citizens.

The two performances netted $15,000 towards a water system for Boys Ranch, on whose 2,480 acres 40 miles northwest of Amarillo are 76 boys.

The network show was aired via KGNC, NBC outlet in Amarillo, from the auditorium of one of the city's leading theatres. Attendance at the broadcast was estimated at 1,400 persons, KGNC reports, with tickets running as high as $25 each. KGNC cancelled regularly scheduled programs to promote "Bob Hope Day in Amarillo," and when the Hope troupe landed at the Amarillo airfield a KGNC special events crew set up facilites for coverage.

GAB July Meet

GEORGIA Assn. of Broadcasters will hold its "hot weather" meeting sometime in July, in Carrollton, Ga., according to the first issue of *The Georgia Broadcaster* newspaper. Tom Carr, manager of WLBB Carrollton, will be host. "Fall and winter" session will probably be held in Augusta.

WTOB TAKES STAND ON COMMUNISM SHOW

RECENT stories in Winston-Salem papers stating that striking unions at the Reynolds Tobacco Co. were communist-dominated have been followed up by WTOB in the form of a special round table program titled, *Communism In Action*.

"Reaction and general comment here have been more than we had hoped for," said WTOB President James W. Coan. Listeners were especially interested in the tag line, which reversed usual procedure and said, "The opinions expressed on this program have been those of the speakers and IN THIS CASE are the opinions of the station to which you are listening." Two of the three participants, all former FBI agents and all anti-communists, were representing the management of the station. Newspapers, too, took note and the *Winston-Salem Journal* carried entire text of the show.

A request from Sam Hall, chairman of the Carolina District of the Communist Party, U.S.A., for time to answer the charges, was turned down by Mr. Coan, who said, "The management of this station states that it shall consistently refuse its facilities to persons, speaking either as individuals or as representatives of organizations, who advocate overthrow of the U. S. Government."

REMEMBER . . .

CLEVELAND'S *Chief* STATION

We don't have to remind an elephant . . . nor do we have to remind sponsors that WJW is Cleveland's Chief Station. The Chief makes doubly sure that advertisers know what the Hoopers show. In Cleveland, WJW delivers more daytime per dollar than any other station.

BASIC ABC Network CLEVELAND, O. **WJW** 850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

AGENCIES

GERRY MARTIN, former account executive in NBC sales department, New York, has joined radio department of William Esty & Co., New York. He has been with NBC for 12 years and previously was a salesman in NBC spot Sales Dept.

HOWARD NEUMANN, formerly with Robert Kahn & Assoc., Chicago, has joined copy staff of H. M. Gross Co., Chicago.

GLASSER-GAILEY & Co., Los Angeles, has been elected to membership in American Assn. of Adv. Agencies.

WILLIAM E. EYNON, vice president in charge of radio for H. B. Humphrey Co., Boston, has moved his headquarters to company's New York offices at 595 Madison Ave. **WALTON BUTTERFIELD** remains production assistant operating with Mr. Eynon in New York.

EDWARD ALESHIRE, formerly with Buchanan & Co., Chicago, as radio director and creative head, has been appointed to similar position with Harry B. Cohen Co., New York. He previously was with Geyer, Cornell & Newell, New York.

ARTHUR B. LEVINE, formerly on copy staff of J. Walter Thompson Co., New York, has joined Fashion Adv., that city, in same capacity.

NORMAN PARK, formerly with Standard oil Co. of Calif., has joined Allen, Clenaghen & Smith Adv., Portland, Ore., as production manager. He replaced **MARVIN KNUDSEN,** who resigned to join education department of government service in Tokyo.

JEAN L. MALCHIN, formerly with The Avenir Publicite, Paris advertising agency, has been appointed account executive at Seidel Adv., New York.

WILLIAM DOUGLAS McADAMS Inc., New York, and **J. D. TARCHER & Co.,** that city, have been elected to membership in American Assn. of Adv. Agencies.

MURRAY O. SMYTH, former account executive at Hudson Adv., New York, has joined O. S. Tyson & Co., New York, in the same capacity.

CHARLES SCHROEDER, formerly with Jackson & Co., New York, has joined foreign department of McCann-Erickson, New York, as an account executive.

GERTRUDE BLAIR, formerly with General Foods Corp., and prior to that with U. S. Steel, has joined Young & Rubicam, New York, as director of women's activities in public relations and publicity department, succeeding **RUTH MILLARD,** resigned.

JIMMY FRITZ, former vice president of Boyd Co., Los Angeles agency, has joined Pardee, Cash & Assoc., Hollywood, as account executive.

JACK B. DONAHUE, former promotion manager of KCMJ Palm Springs, has joined Pat Patrick Co., Glendale, Calif., as account executive.

FRANK BULL, executive of Smith, Bull & McCreery Adv., Hollywood, and **BILL HENRY,** newspaper columnist and CBS Washington newscaster, are enroute to Sweden with Los Angeles delegation to compete with other cities in bringing 1952 Olympic Games to California.

STANLEY P. SEWARD, vice president of D'Acy Adv., Cleveland, is in Los Angeles on 10 days business conference.

RAY CORMIER, account executive of Allied Adv. Agencies, Los Angeles, has been elected president of Los Angeles Junior Ad Club.

ALBERTA HACKETT, former administrative assistant to NBC New York production manager, has joined Compton Adv., Hollywood, as business manager.

HAROLD J. CARMICHAEL, former space buyer at Hanly, Hicks & Montgomery, New York, has joined Rose-Martin, New York, as controller and office manager.

GORDON BEST Co., Chicago, formerly McJunkin Adv. [BROADCASTING, March 17], has opened New York office at 30 Rockefeller Plaza. **ARTHUR W. RAMSDELL** is in charge.

ROBERT S. COX, art director of Baker & Hoskins, New York, has been elected vice president of agency.

JACK BRENNAN, former account executive at Modern Merchandising Bureau, New York, has joined Gunn-Mears Adv., New York, in same capacity.

GEORGE H. LARUE has been named manager of the San Francisco office of Long Adv. Service. He joined firm last February.

JACK SPRINGER, formerly with UP in Portland, Ore., has joined Don Steele Adv., San Francisco.

A. L. ADKINS Adv., San Francisco, has moved to larger quarters at 693 Mission St., same city.

EMMA STATES, formerly of Spokesman-Review, Spokane, has been named director of "Pacific Kitchen," home economics workshop established by Pacific National Agency, Seattle.

M. K. PIKE, former vice president of Northern Electric Co. (Western Electric's Canadian subsidiary), **C. F. W. BURNS,** and **JOHN G. COUNSELL** have been appointed directors of Harry E. Foster Adv. Agencies, Toronto.

DOREEN DUNLOP, time buyer, Young & Rubicam Ltd., Toronto, and **BEA McCULLOUGH,** time buyer Erwin Wasey of Canada Ltd., Toronto, have been elected directors of Women's Ad Club of Toronto.

S. A. RUTLAND & Co., Toronto, has moved to new offices at 26 Queen St., East.

RUSSELL T. KELLEY Ltd., Hamilton, Ont., has opened an office at St. Catherines, Ont., at 70 King St.

OTIS BEEMAN, formerly with Wallace-Ferry-Hanley Co., and McCann-Erickson, has joined Chicago office of Young & Rubicam, as account executive.

HARRY INGRAM, director at Foote, Cone & Belding, New York, and **GAIL ADSTRIAN,** writer at same agency, are to be married July 20.

CORNWELL JACKSON, vice president of J. Walter Thompson Co., Hollywood, and Gail Patrick, film actress, have announced their engagement, with no date set for wedding.

RUTH E. HUDSON, for two years radio copywriter with Malcolm-Howard Adv., Chicago, has been appointed radio copy chief.

CHARLES BRENNIG, account executive at Justin Funkhouser Adv., Baltimore, has been named a vice president and member of agency's plans board.

EDWARD J. LUSH, formerly with Hicks & Greist, New York, and Graham Assoc., New Britain, Conn., has joined Linsay Adv., New Haven, Conn., as account executive.

ED BRANDT, formerly of Los Angeles Times, has joined Smalley, Levitt & Smith Adv., Los Angeles, as assistant account executive on Lyon Van & Storage Co. account.

ANSON C. LOWITZ, vice president of J. Walter Thompson Co., New York, has been appointed coordinator of a national nurse recruitment campaign by The Advertising Council.

ROBERT ALLEN COONS, formerly with Schenley Distillers Corp., New York, has joined Franklin Fader Co., Newark, N. J., as director of market research.

MARIE F. WELCH, former chief copy writer for Granat Bros., San Francisco (mfg. jewelers), has joined Ruthrauff & Ryan, New York, as copy writer.

JAMES KENNEDY, formerly with J. Walter Thompson Co. and Biow Co., New York, also has joined R&R as copy writer.

BEN BRADY, producer of Young & Rubicam Inc. on CBS "Ginny Simms Show," leaves agency after final broadcast following termination of contract on June 13. He will spend next month in New York and returns to Hollywood radio in late July.

KGO APRIL BILLINGS LARGEST IN HISTORY

GAYLE V. GRUBB, general manager of KGO San Francisco, stated May 24 that the station had the largest billing for the month of April than at any time in the station's history.

Mr. Grubb stated that local and national spot business in Northern California is now improving, having undergone a transitional period of comparative inactivity during the first quarter of 1947 and the closing months of 1946. He emphasized the continued importance of more creative selling techniques if radio is to maintain its gains of recent years.

KGO revenue for April was up 8% over April of 1946, previously the largest April in KGO's history.

New WPEN Card Features 20% Weekly Strip Rate

WPEN Philadelphia has issued a new rate card featuring the 20% weekly strip rate. The new card, effective immediately, conforms with recommendations of the NAB Sales Managers Subcommittee on Standardization of Rate Cards, but provides an additional 20% discount on time charges for programs in Class A and B time broadcast five or more times weekly.

A personal letter to agencies and advertisers, signed by Milton F. Allison, WPEN commercial manager, accompanied the rate card.

Advertisers' Rate & Data Guide Is Now Available

THE 22nd ANNUAL EDITION of *Advertisers Rate & Data Guide,* including radio time rates and the wattages of larger stations and major networks, has been published by E. H. Brown Advertising Agency, 20 North Wacker Drive, Chicago.

The 52-page *Guide* is available to advertisers without charge. In addition to radio data, it lists rates, circulation, closing and issuance dates for general, farm, mail order, and direct selling magazines, and newspaper display in cities of 250,000 population or more.

Market Data, BMB Maps Issued by Blair Company

NEW STANDARD availability form listing market data and reproductions of BMB maps is in process of being published for all John Blair & Co., represented stations which are BMB subscribers.

Mr. Blair said the first in the series has already been released for WFBR Baltimore. The brochures, prepared and designed by Wells H. Barnett Jr., manager of the Blair sales development department, show BMB daytime and nighttime coverage, latest available market statistics, and total retail sales, general merchandise sales, and drug and food sales.

★

Radio show jams traffic three days a week. It's J. B. Clark's "Curbstone Quiz" over WAYS—the only man in the street broadcast in Charlotte, largest city in the Carolinas.

WAYS 610Kc 5000 WATTS DAY 1000 WATTS NIGHT

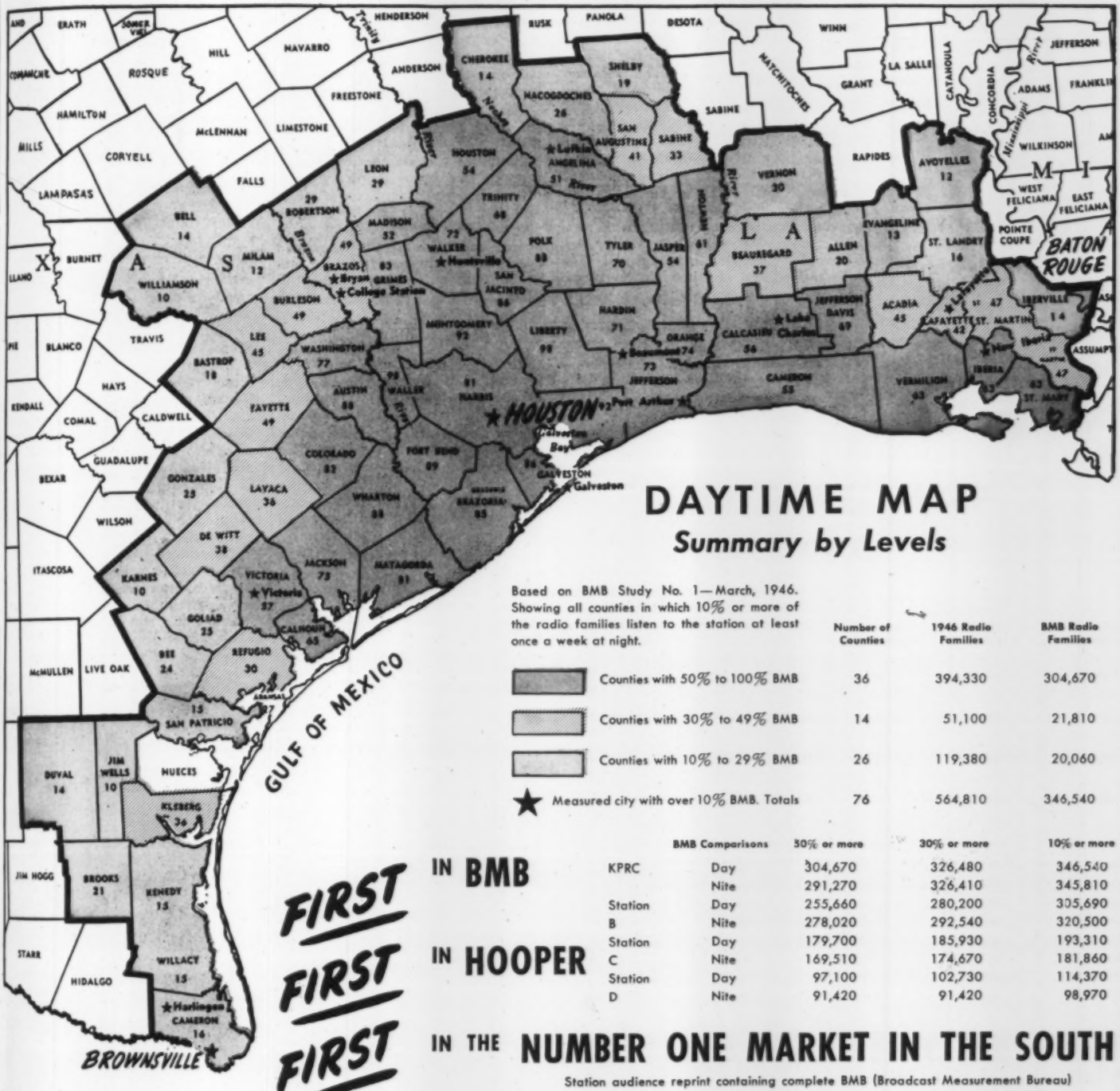
Answer To A Sponsor's Prayer . . . .

"Curbstone Quiz" has what it takes to sell Charlotte. Top conductor—J. B. Clark, smooth voice of the South. Audience—one of first four most listened to live talent shows in Charlotte. Bonus—$200 in prizes every week at no cost to sponsor. Time —1:15 P.M. three days a week.

Sample disc available from WAYS, Charlotte, N. C., or your nearest Weed & Company office.

KPRC LEADS IN LISTENERS

THROUGHOUT THIS AREA



DAYTIME MAP

Summary by Levels

Based on BMB Study No. 1—March, 1946. Showing all counties in which 10% or more of the radio families listen to the station at least once a week at night.

	Number of Counties	1946 Radio Families	BMB Radio Families
Counties with 50% to 100% BMB	36	394,330	304,670
Counties with 30% to 49% BMB	14	51,100	21,810
Counties with 10% to 29% BMB	26	119,380	20,060
★ Measured city with over 10% BMB. Totals	76	564,810	346,540

FIRST IN BMB

FIRST IN HOOPER

FIRST IN THE NUMBER ONE MARKET IN THE SOUTH

	BMB Comparisons	50% or more	30% or more	10% or more
KPRC	Day	304,670	326,480	346,540
	Nite	291,270	326,410	345,810
Station B	Day	255,660	280,200	305,690
	Nite	278,020	292,540	320,500
Station C	Day	179,700	185,930	193,310
	Nite	169,510	174,670	181,860
Station D	Day	97,100	102,730	114,370
	Nite	91,420	91,420	98,970

Station audience reprint containing complete BMB (Broadcast Measurement Bureau) audience information by counties and measured cities is available upon request.

HOUSTON, TEXAS

KPRC

950 KILOCYCLES
5,000 WATTS

NATIONAL REPRESENTATIVES
Edward Petry and Company

AFFILIATED WITH NBC & TQN • JACK HARRIS, General Manager

WHO

is

"Listened-to-Most"

in **74** *of*

Iowa's 99 Counties

(during daytime)

•

Write for complete facts!

50,000 Watts
Des Moines

FREE & PETERS, Inc.
Representatives

Dr. Frigon Questioned on CBC Plans; CKLW U.S. Audience Cited at Ottawa

CFRB Toronto, and CFCN Calgary, both 10 kw stations occupying Class I-A channels, were given to July 1 to notify Department of Transport, Ottawa, which frequencies they will use when CBC takes over their channels for its new 50 kw stations at or near these cities. This was revealed before Parliamentary Radio Committee at Ottawa on May 29. CFCN has been offered 1060 kc instead of its present 1010 kc frequency, and CFRB was given choice of four frequencies, with CBC recommending move to 1010 kc from present 860 kc, when CJBC Toronto, CBC Dominion network key station now on 1010 kc, increases power to 50 kw and moves to 860 kc.

Parliamentary Radio Committee members questioned A. D. Dunton, CBC chairman, Dr. A. Frigon, CBC general manager, and W. Caton, Department of Transport radio branch official, on the frequency situation as well as on progress made on building three new 50 kw and 10 kw stations for CBC. Total of $1,651,786 of $2,000,000 government loan has been spent to date. Licenses of CFRB and CFCN were renewed for only three months on present frequencies, while license for CKY Winnipeg, 15 kw station, whose 990 kc frequency CBC is also taking over for new 50 kw station, was renewed for year. CBC is negotiating for purchase of CKY with Manitoba government, which owns station. CFCN terms were too high for station to be bought by CBC, committee was told.

Committee was told that 162 applications for new broadcasting stations and changes in existing licenses had been heard by CBC board of governors, from Jan. 1, 1946, to March 31, 1947. Of these 68 had been approved, 57 were denied and 37 deferred. There had been four applicants for a station at Ottawa, with license being issued to Frank Ryan who recently opened CFRA, Ottawa.

FM Grants to Seven

Seven AM stations had been granted FM station licenses to date, namely CFRB Toronto, CFCF Montreal, CKWS Kingston, CKGB Timmins, CHSJ St. John, CKSO Sudbury, and CKCR Kitchener. Committee delved into Petrillo ruling of not permitting musicians to play same program over AM and FM stations, and how this conflicted with CBC ruling that in Canada AM stations with FM affiliated must use same program on both stations. Mr. Dunton reported conferences are being held with Canadian affiliate of Petrillo's AFM. FM would be restricted and delayed if ruling were also to apply in Canada, Dr. Frigon stated.

CBC officials were questioned on $22,000 advertising expenditures of CJBC Toronto, to build up its listening audience, with billboards, streetcar, newspaper and other advertising means. Committee members asked why CJBC appeared so unpopular, and Mr. Dunton stated "I think it has been swamped in the publicity given programs of other stations."

Liquor advertising policy of CBC also came in for review, with Socialist party members attacking policy of allowing indirect beer and liquor advertising in Quebec province, by just mentioning company name.

Possibility of CBC controlling newspapers when facsimile transmission becomes a reality in Canada, was brought up by committee members, and Mr. Dunton stated he did not think CBC powers under the Canadian Broadcasting Act, would cover facsimile newspapers. Discussion on ownership of radio stations by newspapers, 39 now are owned by newspapers or are affiliated with newspapers, was terminated by chairman Ralph Maybank, when policy on monopoly of state control of dissemination of information developed.

CBC officials told committee CBC wanted a station at Windsor, Ont., opposite Detroit, but lack of frequencies and finances stopped present development. Committee members claimed CKLW Windsor, was using a Canadian frequency to address itself mainly to United States audiences.

Ernest Bushnell, CBC program director-general, reported that Canadian radio talent, and especially that of CBC, was moving to United States where positions were offered by networks to actors, producers and writers, and Mr. Dunton said some United States papers were beginning to write about the invasion of Canadian radio talent.

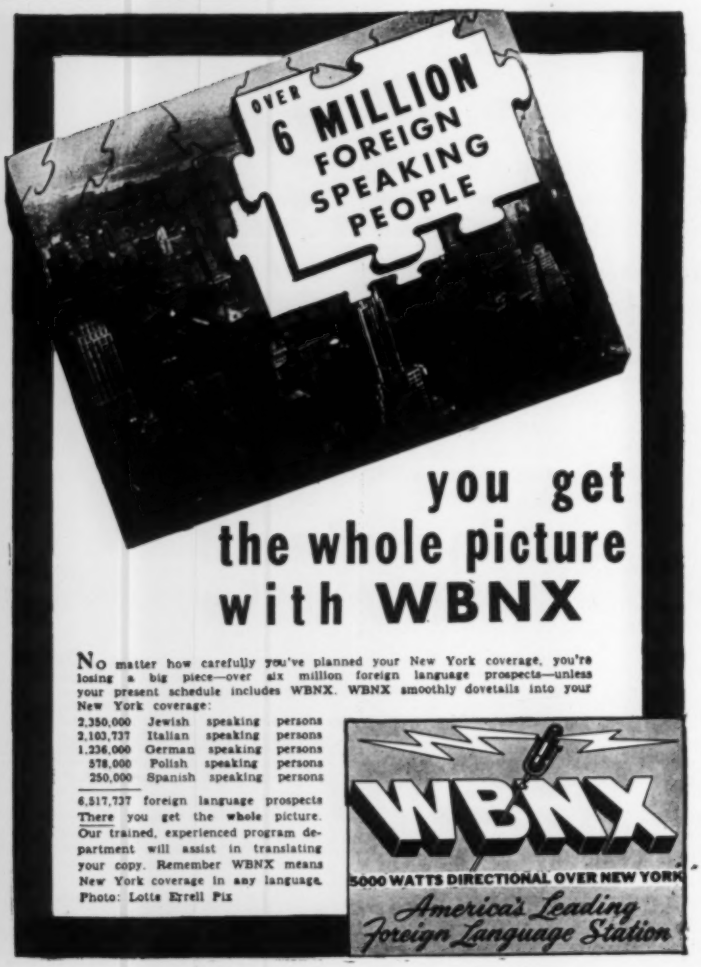
Canadian Chamber of Commerce sent a letter to the Parliamentary Radio Committee calling for "a thorough public and non-partisan inquiry into the whole problem of radio broadcasting in Canada . . . In particular we believe that consideration should be given to placing broadcasting under jurisdiction of a body independent of both CBC and private stations and responsible directly to Parliament."

Air Proceedings

CANADIAN LISTENERS are being kept posted on proceedings of Parliamentary Radio Committee during its sittings now in progress by Canadian Assn. of Broadcasters. Eighty-nine CAB member stations daily are giving full newscasts on the proceedings, using a series of transcribed one-minute features drawing attention to the newscasts and the part independent community stations play in the broadcasting industry in Canada.

KBS Adds Five

KEYSTONE Broadcasting System, New York, has announced addition of five affiliates bringing number of KBS outlets to 258. New affiliates are, WWWB Jasper, Ala., KXRJ Russellville, Ark., WMBN Petoskey, Mich., KDMO Carthage, Mo., and KDSJ Deadwood, S. D.


OVER 6 MILLION FOREIGN SPEAKING PEOPLE
you get the whole picture with WBNX
No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX. WBNX smoothly dovetails into your New York coverage:
2,350,000 Jewish speaking persons
2,103,737 Italian speaking persons
1,236,000 German speaking persons
578,000 Polish speaking persons
250,000 Spanish speaking persons
6,517,737 foreign language prospects
There you get the whole picture. Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in any language.
Photo: Lotte Errell Pix
WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

COMPLETE PRODUCTION FACILITIES FOR: SPOT ANNOUNCEMENTS —SHOWS—BANDS—AIR CHECKS—LINE CHECKS

Everything you need for your radio work.

Chicago's Largest Independent Studio

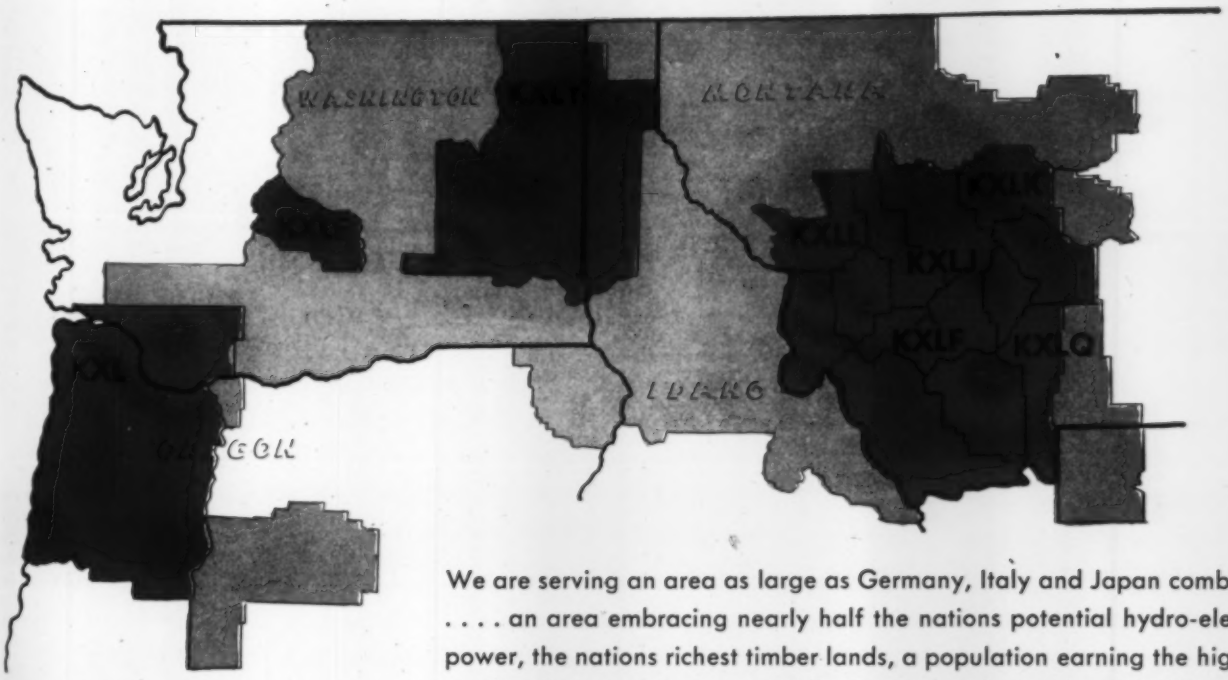
State 5635

Universal RECORDING CORP.
42nd Floor
20 N. Wacker Drive
Amb. 2142—CHICAGO 6—State 5635

K. Excel Says:

MAYBE WE ARE SLIGHTLY "*MAP HAPPY*"

BUT, GET THIS . . . .



Merchandisable Area

Bonus Listening Area

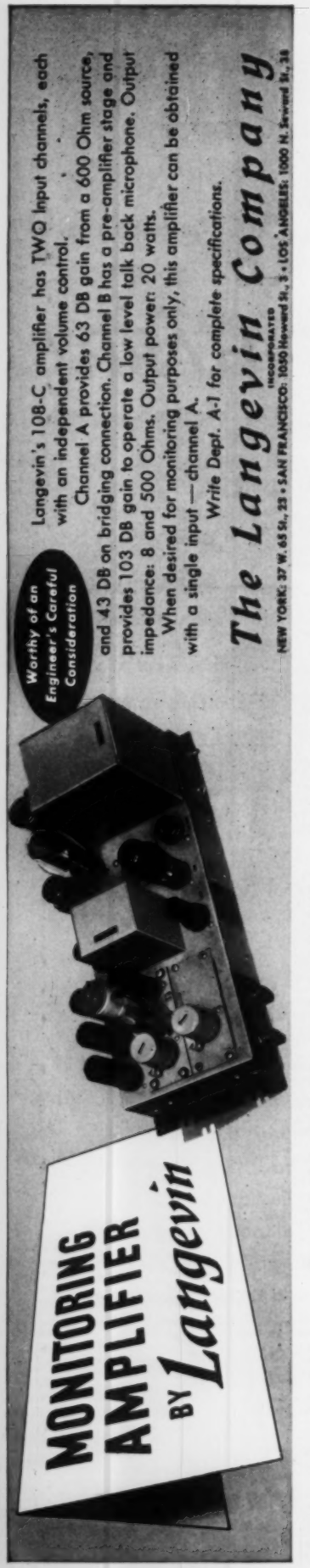
We are serving an area as large as Germany, Italy and Japan combined . . . . an area embracing nearly half the nations potential hydro-electric power, the nations richest timber lands, a population earning the highest per family income in the world (for its size) and an industrial "future unlimited". Is it any wonder our listeners buy more "radio advertised" items per capita? More dentrifices, more cereals, more shampoos, more of all the better-things-for-better-living items. THEY CAN AFFORD THEM. And incidentally, you can cover this MAJOR MARKET with a single contract by broadcasting your message over

Box 1956—Butte, Montana
Symons Building—Spokane, Wash.
Orpheum Bldg.—Portland, Oregon
6381 Hollywood Blv'd.—Hollywood 28
79 Post St.—San Francisco 4
The Walker Co., 551 5th Ave., New York
The Walker Co., 360 N. Mich., Chicago

THE XL "HOMETOWN" STATIONS

Write for our complete MARKETIPS

PACIFIC NORTHWEST BROADCASTERS


Worthy of an Engineer's Careful Consideration
Langevin's 108-C amplifier has TWO input channels, each with an independent volume control.
Channel A provides 63 DB gain from a 600 Ohm source, and 43 DB on bridging connection. Channel B has a pre-amplifier stage and provides 103 DB gain to operate a low level talk back microphone. Output impedance: 8 and 500 Ohms. Output power: 20 watts.
When desired for monitoring purposes only, this amplifier can be obtained with a single input — channel A.
Write Dept. A-1 for complete specifications.
The Langevin Company
INCORPORATED
NEW YORK: 37 W. 65 St., 23 • SAN FRANCISCO: 1050 Howard St., 3 • LOS ANGELES: 1000 N. Seward St., 38
MONITORING AMPLIFIER BY Langevin

ACTIONS OF THE FCC

MAY 29 TO JUNE 5

CP-construction permit | **ant.-antenna** | **cond.-condition(s)**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
ST-studio-transmitter | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**

May 29 Decisions . . .

BY THE COMMISSION

AM—760 kc

Southeastern Bcstg. Co., Clanton, Ala.—Ordered that effectiveness of CP and mod. CP of Dec. 5, 1946 and April 25, 1947, respectively, for new station on 760 kc, be suspended until further order of FCC because of order of D. C. Court of Appeals in case of WJR Detroit v. FCC, staying Commission's grant to Southeastern until Court's decision in case of WJR v. FCC and WCKY Cincinnati v. FCC shall have been rendered or until further order of the Court.

AM—720 kc

Radio Virginia Inc., Richmond, Va.—Ordered that effectiveness of CP granted Nov. 21, 1946, for new station on 720 kc be suspended until further order of FCC because of order of D. C. Court of Appeals in re WGN Chicago v. FCC staying Commission's grant to Radio Virginia until Court's decision in case of WJR etc., referred to above.

AM—760 kc

WCPS Tarboro, N. C.—Ordered that license heretofore granted May 13 for new station on 760 kc be set aside; and that effectiveness of CP issued Aug. 22, 1946, be suspended until further order of FCC because of order of D. C. Court of Appeals re WJR v. FCC staying FCC grant of CP to WCPS until Court's decision in case of WJR etc. referred to above. Granted special temporary authority for operation of WCPS on 570 kc 1 kw D for 30 days from May 28, pursuant to Sec. 1.324 of Rules, provided that this or subsequent authorization extending operation on 570 kc shall be subject to immediate cancellation and recision at any time prior to expiration date thereof. Ordered that effective date of order setting aside license be suspended until June 3.

BY COMMISSIONER HYDE

Gila Bcstg. Co. Inc., Coolidge, Ariz.—Granted petition to intervene in hearing on application of KRKD.

Hotels & Theatres Inc., Bluefield, W. Va.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

Litchfield County Radio Corp., Torrington, Conn.—Granted petition for leave to amend its application to specify 990 kc instead of 1170 kc etc. Amendment was accepted and application as amended was removed from hearing docket. Dismissed petition for leave to take deposition of The New City Bcstg. Co.

The New City Bcstg. Co., Torrington, Conn.—Commission on its own motion removed from hearing docket application.

Mount Vernon Bcstg. Co., Mount Vernon, Ohio—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

FCC Correction

IN REPORT of actions on motions dated May 2, item relating to Petaluma Bcstrs., Petaluma, Calif. should have been reported as follows: Dismissed as moot petition requesting dismissal without prejudice of application.

May 29 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WVOK Birmingham, Ala.—Mod. CP which authorized new standard station, to change type trans., to make changes in vertical ant., to change trans. location and to specify studio location.

WGAD Gadsden, Ala.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

AM—1400 kc

The Greenville Bcstg. Co., Greenville, Ala.—CP new standard station 1400 kc 250 w unl.

Modification of CP

WAPX Montgomery, Ala.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

KVCV-FM Redding, Calif.—Mod. CP which authorized new FM station, to change studio location and trans. site, make changes in ant. system and change commencement and completion dates. Change ant. height above average terrain to 15.5 ft.

License for CP

KXOB Stockton, Calif.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

AM—1250 kc

Englewood Bcstg. Co., Englewood, Col.—CP new standard station 1250 kc 1 kw D.

License for CP

WSFT Thomaston, Ga.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

Commodore Bcstg. Inc., Area of Decatur, Ill.—Mod. CPs, as mod., which authorized construction of new remote pickup stations WDON and WSIA, for extension of completion dates.

Modification of CP

WLAS LaSalle, Ill.—Mod. CP which authorized new standard station, to make changes in trans., for approval of ant. and trans. location and to specify studio location.

WTTH Port Huron, Mich.—Mod. CP which authorized new standard station, to change type trans. and for approval of ant. and trans. location.

WEXL-FM Royal Oak, Mich.—Mod. CP which authorized new standard station, to change type trans., trans. site, studio location to "to be determined", ERP to 18.3 kw, ant. height above average terrain to 382 ft., make changes in ant. system and change commencement and completion dates.

AM—1420 kc

Minnesota Valley Bcstg. Co., Mankato, Minn.—CP new standard station 1420 kc 1 kw DA-N unl.

FM—102.5 mc

WGR Bcstg. Corp., Buffalo, N. Y.—CP new FM station (Class B) on Channel 271, 102.5 mc, ERP 57 kw.

AM—920 kc

Cortland Bcstg. Co. Inc., Cortland, N. Y.—CP new standard station 920 kc 1 kw D.

Modification of CP

WNYC-FM New York—Mod. CP which authorized changes in new FM station, for extension of commencement and completion dates.

License for CP

WGNR Asheboro, N. C.—License to cover CP, as mod., which authorized new standard station, and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WGNC-FM Gastonia, N. C.—Mod. CP which authorized new FM station for extension of completion date.

AM—940 kc

Mid-Carolina Bcstg. Co., Salisbury, N. C.—CP new standard station 940 kc 1 kw D. AMENDED to change frequency from 940 to 1280 kc.

License for CP

WBNS Columbus, Ohio—License to cover CP which authorized installation new aux. trans. and authority to determine operating power by direct measurement of ant. power.

AM—1490 kc

Radio Courier Inc., East Liverpool, Ohio—CP new standard station 1490 kc 250 w unl. Contingent upon relinquishment of 1490 kc by WWSW.

AM—1260 kc

Seminole Bcstg. Co., Seminole, Okla.—CP new standard station 1260 kc 250 w D.

License for CP

WLOA Braddock, Pa.—License to cover CP, as mod., which authorized new stand-

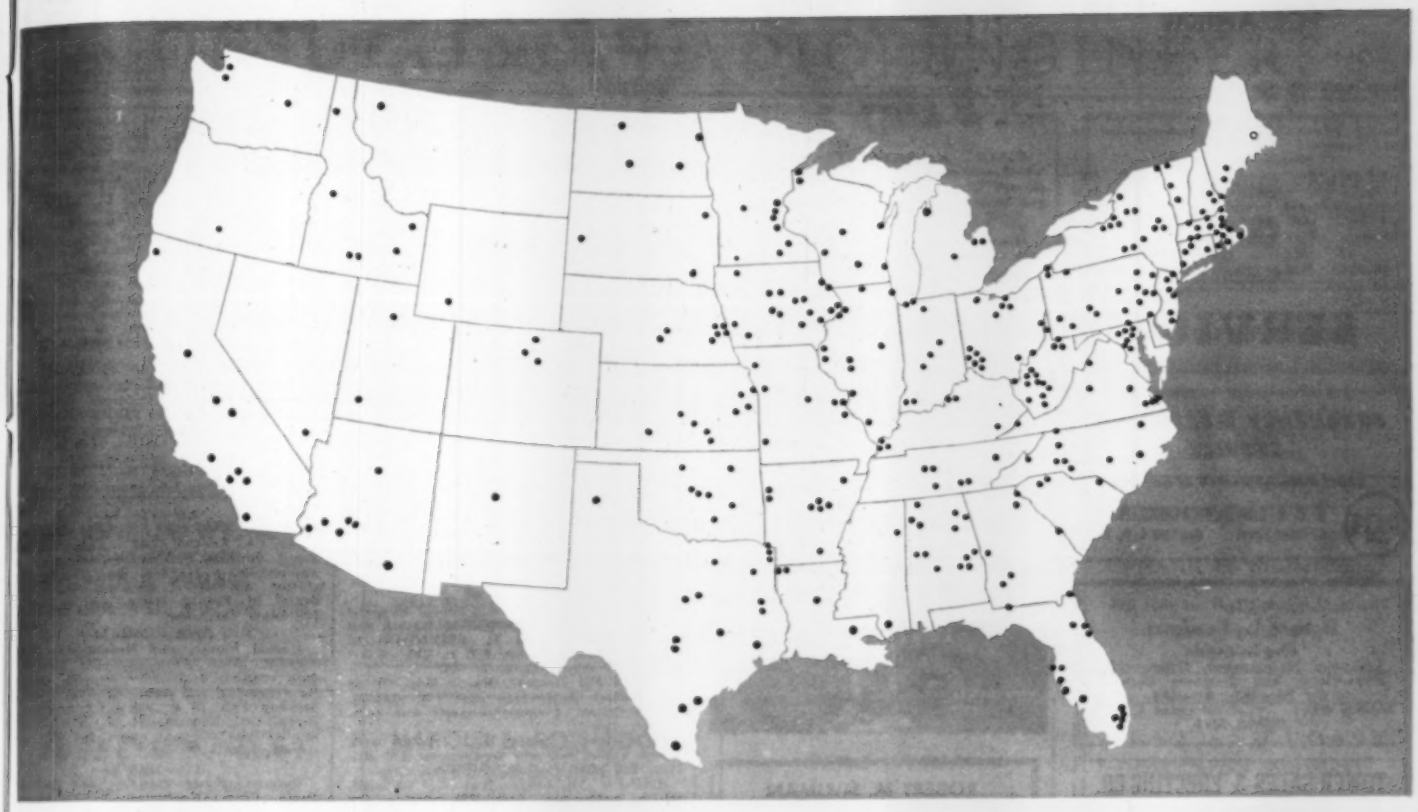
(*Continued on page 66*)

BROADCAST PROGRAM SWITCHING IS A CINCH
. . . WITH SINGLE KEY CONTROL

Western Electric
PROGRAM DISPATCHING SYSTEM

This new Relay Type Program Dispatching System reduces your most complicated radio broadcast switching operations to the movement of *one* key. It speeds up switching in serving several destinations with rapidly interchanged studio, line and transcribed programs, auditions and announcements. For full details on its many operating advantages, write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y., or . . .

ASK YOUR LOCAL Graybar
BROADCAST REPRESENTATIVE



THESE STATIONS HAVE PURCHASED COLLINS BROADCAST EQUIPMENT...

ALABAMA
WHMA Anniston
WCOV Montgomery
WSFA Montgomery
WAPX Montgomery
WJHO Opelika
WHBB Selma
WHTB Talladega
WJBY Gadsden
WTBC Tuscaloosa
WJBO Tuscaloosa
WLAY Sheffield
WWWB Jasper
WSGN Birmingham

ARIZONA
KOY Phoenix
KPHO Phoenix
KAFY Mesa
KBUX Glendale
KFAK Flagstaff
KBSL Yuma
KTUC Tucson
KCNA Tucson

ARKANSAS
KFPW Fort Smith
KGFA Fort Smith
KELD El Dorado
KARK Little Rock
KLRA Little Rock
KGHI Little Rock
KLLR North Little Rock
KBHZ Harrison
KBTM Jonesboro

DELAWARE
WILM Wilmington

CALIFORNIA
KPRO Riverside
KTKC Visalia
KHUM Eureka
KFSG Los Angeles
KRKD Los Angeles
KSDJ San Diego
KARM Fresno
KWDB Stockton
Western Empire Bcstg. Co.—San Bernardino

COLORADO
KRDO Denver
KCOL Ft. Collins
KBOL Boulder

CONNECTICUT
WNLC New London
WATR Waterbury
WWCO Waterbury
WNHC New Haven
WTIC Hartford
WDRC Hartford

DISTRICT OF COL.
WQQW Washington
WDVA Washington
WTOP Washington

FLORIDA
WCOA Pensacola
WTAL Tallahassee
WINZ Hollywood
WMBR Jacksonville
WBAY Miami
Biscayne Bcstg. Co.—Miami
WIRK Miami
WROD Daytona Beach
WNDB-FM Daytona Beach
WWPF Palatka
WCLE Clearwater
WINK Ft. Meyers
WTSP St. Petersburg
WFTL Ft. Lauderdale
WDHL Bradenton
WALT Tampa

GEORGIA
WALB Albany
WGAU Athens
WMJM Cordele
WGAC Augusta
WDAK Columbus
WRLC Toccoa

IDAHO
KVMV • Twin Falls
KTFI Twin Falls
KID Idaho Falls
KEYY Pocatello
KVNI Coeur d'Alene

ILLINOIS
WHBF Rock Island
WCVS Springfield
WTAX Springfield
WQUA Moline
WCIL Carbondale
WOKZ Alton
WROK Rockford
WTAD Quincy
WCAZ Carthage
WGN Chicago
WJOL Joliet
WDWS Champaign

INDIANA
WBAA W. Lafayette
WGBF Evansville
WIKY Evansville
WIND Gary
WCBC Anderson
WFBM Indianapolis
WJOB Hammond
WSBT South Bend
WSUA Bloomington

IOWA
KBIZ Ottumwa
KDTH Dubuque
WKBB Dubuque
KROS Clinton
WOC Davenport
KWPC Muscatine
KICD Spencer
WSUI Iowa City
KSWI Council Bluffs
KFJB Marshalltown
WMT Cedar Rapids
KCRG Cedar Rapids
WOI Ames
KSO Des Moines
WHO Des Moines
KMA Shenandoah

KANSAS
KANS Wichita
KGNO Dodge City
KTSW Emporia
KVGB Great Bend
KWBW Hutchinson
KSOK Arkansas City
KTSJ-FM Topeka
WREN Lawrence
KSDS Kansas City

KENTUCKY
WHLN Harlan
WINN Louisville
Commonwealth Bcstg. Co.—Louisville

LOUISIANA
KALB Alexandria
KRMD Shreveport
KTBS Shreveport
WLCS Baton Rouge
WDSU New Orleans

MAINE
WJOR Bangor
WPOR Portland
WCOU Lewistown

MASSACHUSETTS
WEIM Fitchburg
WHAI Greenfield
WHDH Boston
WAAA Boston
WBET Brockton
WOCB West Yarmouth
WHOB Gardner
WHGF Haverhill
WHYN Holyoke

MARYLAND
WASL Annapolis
WGAY Silver Springs
WOOK Silver Springs
WBCC Bethesda
WBAL Baltimore
WCAO Baltimore

MICHIGAN
WFDF Flint
WBBC Flint
WTCM Traverse City
WILS Lansing
WSOO Sault Ste. Marie

MINNESOTA
KROC Rochester
WDGY Minneapolis
WLOL Minneapolis
WCAL Northfield
KATE Albert Lea
KYDS St. Paul
KWLM Willmar

MISSISSIPPI
WCBI Columbus
WGCM Gulfport

MISSOURI
KCMO Kansas City
KFEQ St. Joseph
KWOS Jefferson City
WMBH Joplin
KFMO Flat River
WIL St. Louis
KXLW Clayton

MONTANA
KGEZ Kalispell

NEBRASKA
KGFW Kearney
KMMJ Grand Island
KOIL Omaha
KBON Omaha
WOW Omaha
KOWH Omaha
KFAB Lincoln

NEVADA
KENO Las Vegas

NEW HAMPSHIRE
WHEB Portsmouth
WKBR Manchester
WKNE Keene
WKXL Concord

NEW JERSEY
WAAT Newark
WOR Newark
WBAB Atlantic City
WWBZ Vineland
WPRU Princeton
WCTC New Brunswick

NEW MEXICO
KGGM Albuquerque

NEW YORK
WABY Albany
WOKO Albany
WAGE Syracuse
WOLF Syracuse
WSYR Syracuse
WHDL Olean
WKAL Rome
WRUN-FM Rome
WHIN Geneva
WHLI Hempstead
WMFF Plattsburg
WHOM New York, N. Y.
WTRY Troy
WNBF Binghamton
WINR Binghamton
WHVA Poughkeepsie
WKIP Poughkeepsie
WWNY Watertown
Oneonta Star, Inc.—Oneonta
WSNY Schenectady

NORTH CAROLINA
WKBC No. Wilkesboro
WFNC Fayetteville
WFTC Kinston
WGNC Gastonia
WHKY Hickory
WAYS Charlotte
WSOC Charlotte
WCEC Rocky Mount
WWNC Asheville

NORTH DAKOTA
KFJM Grand Forks
KLPM Minot
KOVC Valley City
KGCU Mandan

OHIO
WADC Akron
WHKK Akron
WCOL Columbus
WBNS Columbus
WELD Columbus
WHKC Columbus
WFIN Findlay
WING Dayton
WHIO Dayton
WMOH Hamilton
WMOA Marietta
WMAN Mansfield
WCKY Cincinnati
WSAI Cincinnati
WCPO Cincinnati
WHK Cleveland
WSTV Steubenville

OKLAHOMA
KADA Ada
KCRC Enid
KGFF Shawnee
KOCY Oklahoma City
WKY Oklahoma City
KAKC Tulsa
KTMC McAlester

OREGON
KFLW Klamath Falls

PENNSYLVANIA
WMBS Uniontown
WHP Harrisburg
WILK Wilkes-Barre
WPWA Philadelphia
WPEN Philadelphia
WHAB Stroudsburg
WERC Erie
WLEU Erie
WKRZ Oil City
WGAL Lancaster
WDAD Indiana
KQV Pittsburgh
WFMZ Allentown
WNAR Norristown
WNAE Warren
WKOK Sunbury
WARD Johnstown

RHODE ISLAND
WHIM Providence
WPRO Providence
WWON Woonsocket
WFCI Pawtucket

SOUTH CAROLINA
WMRC Greenville
WORD Spartanburg
Atlantic Bcstg. Co.—Florence

SOUTH DAKOTA
KWAT Watertown
WNAX Yanktown
KDSJ Deadwood

TENNESSEE
WAPO Chattanooga
WAGC Chattanooga
WSIX Nashville
WKDA Nashville
WJJM Lewisburg
WHHM Memphis
WHBQ Memphis
WMPS Memphis
WROL Knoxville

TEXAS
KOCA Kilgore
KRBA Lufkin
KRIS Corpus Christi
WTAW College Station
KTFS Texarkana
KCMC Texarkana
KCRT Goose Creek
KOSF Nacogdoches
KBKI Alice
KGNC Amarillo
WFAA Dallas
KABC San Antonio
KTSA San Antonio
WACO Waco
KRGV Weslaco
WBAP Ft. Worth

UTAH
KUTA Salt Lake City
KSUB Cedar City

VERMONT
WCAX Burlington
WSYB Rutland
WWSR St. Albans

VIRGINIA
WLPM Suffolk
WLOW Norfolk
WNVA Norton
WSVA Harrisonburg
WSSV Petersburg
WSAP Portsmouth
WLVA Lynchburg

WASHINGTON
KPQ Wenatchee
KOMO Seattle
KMO Tacoma

WEST VIRGINIA
WBLK Clarksburg
WHAR Clarksburg
WPDX Clarksburg
WBTH Williamson
WCHS Charleston
WKNV Charleston
WCAW Charleston
WKNA Charleston
WHIS Bluefield
WPAR Parkersburg
WSAZ Huntington
WMON Montgomery
WOAY Oak Hill
WKWK Wheeling

WISCONSIN
WDSM Superior
WSBR Superior
WFHR Wis. Rapids
WIBU Poynette
WMLO Milwaukee
WLCX La Crosse

WYOMING
KVRS Rock Springs

ALASKA
KTKN Ketchikan

HAWAII
KTOH Lihue, Kauai
KGU Honolulu

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FCC Actions

(*Continued from page 64*)

Applications Cont.:

ard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WDEF Chattanooga, Tenn.—Mod. CP, as mod., which authorized change in frequency, increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

License for CP

Tarrant Bcstg. Co., Portable Mobile, area of Fort Worth, Tex.—License to cover CP for KEGT, which authorized change trans., power from 2 w to 1.75 w, change from portable-mobile to mobile. Also license to cover CP for KAAD, which authorized change trans., change power from 40 w to 100 w, change from portable-mobile to portable.

Modification of CP

KMAE McKinney, Tex.—Mod. CP which authorized new standard station, to change type trans., for approval of ant. and trans. location, specify studio location.

AM—1250 kc

Midwest Bcstg. Co., Milwaukee—CP new standard station 1250 kc 5 kw DA-DN and unl. AMENDED re changes in DA.

Modification of CP

WALA-FM Mobile, Ala.—Mod. CP which authorized new FM station to change ERP to 101.4 kw and make changes in ant. system.

WOIC Washington, D. C.—Mod. CP which authorized new commercial TV station for extension of completion date.

TV—Experimental

Philco Television Bcstg. Corp., area of Washington, Philadelphia and New York—CPs to change frequencies to 1300-1320 mc and 1380-1400 mc, add special for FM emission, change trans. locations and ant. systems. AMENDED to change frequencies from 1300-1320 mc and 1380-1400 mc to 1340-1360 mc and 1400-1420 mc. For station W10XP W3XPF W10XPB W3XPL W10XPC.

AM—980 kc

Stanley S. Beaubaire, Oroville, Calif.—CP new standard station 1110 kc 1 kw D. AMENDED to change frequency from 1110 to 980 kc and change trans. location.

Modification of CP

WSTC-FM Stamford, Conn.—Mod. CP which authorized new FM station to change studio location, make changes in ant. system and change commencement and completion dates.

AM—920 kc

Springtime City Bcstg. Co., Clearwater, Fla.—CP new standard station 930 kc 250 w. AMENDED to change frequency from 930 to 920 kc.

Modification of CP

WEHS Chicago—Mod. CP which authorized changes in new FM station, for extension of completion date.

AM—930 kc

The Daily News Bcstg. Co., Bowling Green, Ky.—CP new standard station 880 kc power of 1 kw D. AMENDED to change frequency from 880 to 930 kc.

Modification of CP

WHYN-FM Holyoke, Mass.—Mod. CP as mod. which authorized new FM station, for extension of commencement and completion dates.

KSD-TV St. Louis—Mod. CP as mod. which authorized new commercial TV station, for extension of completion date.

KSD-FM St. Louis—Mod. CP as mod. which authorized new FM station for extension of completion date.

AM—1400 kc

The Voice of Fallon, Fallon, Nev.—CP new standard station 1490 kc 250 w unl. AMENDED to change frequency from 1490 to 1400 kc.

Modification of CP

WMID Atlantic City, N. J.—Mod. CP as mod. which authorized new standard station, to change type of trans.

AM—1230 kc

WISE Asheville, N. C.—Authority to determine operating power by direct measurement of ant. power.

AM—930 kc

Columbia-Montour Bcstg. Corp., Bloomsburg, Pa.—CP new standard station 780 kc 250 w D. AMENDED to change frequency from 780 to 930 kc, power from 250 w to 500 w; change type trans.; change trans. location.

Remote Pickup

Kenneth Edward Rennekamp, Area of Oil City, Pa.—CP new remote pickup station on 2830 kc, 20 w, emission A3 and hours in accordance with Sec. 4.403.

Modification of CP

WPEN-FM Philadelphia—Mod. CP which authorized changes in new FM station, for extension of completion date.

APPLICATIONS RETURNED

FM—Unassigned

The Wave Publications, Vernon, Calif.—CP new station (Class A) on frequency to be assigned by FCC and ERP 250 w. RETURNED May 22. Program analysis not submitted. Also charter to be amended.

FM—Unassigned

Redlands Bcstg. Co., Redlands, Calif.—CP new FM station (Class A) on frequency to be assigned by FCC and ERP 250 w. Returned May 22. Program analysis not submitted. Letter written May 22.

License Renewal

The Evening News Assoc., area of Detroit, Mich.—License renewal of remote pickup station WEHN.

WMBR Jacksonville, Fla.—License renewal standard station.

WJAC Johnstown, Pa.—Same.

KTSW Emporia, Kan.—Same.

TENDERED FOR FILING

AM—930 kc

KANA Anaconda, Mont.—CP change frequency from 1230 to 930 kc, power from 250 w to 2½ kw-N and 5 kw-D, install new trans. and DA-DN and change trans. location.

Modification of CP

WWSW Pittsburgh—Mod. CP make changes in DA, using 5 kw unl. DA-DN.

AM—1140 kc

The Master Bcstg. Corp., Rio Piedras, P. R.—CP new standard station 1140 kc 500 w-N 1 kw-D unl.

June 2 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

AM—1400 kc

Newnan Bcstg. Co., Newnan, Ga.—Adopted supplemental proposed decision proposing to grant application for new station 1400 kc 250 w unl.; subject to cond. that applicant will not commence operation until WATL Atlanta, Ga., has ceased to operate on 1400 kc in accordance with its existing permit; and that applicant will within 60 days from final grant file application for mod. CP specifying trans. site and ant. system meeting requirements of FCC standards.

AM—1300 kc

Volunteer State Bcstg. Co. Inc., Nashville, Tenn.—Adopted supplemental proposed decision proposing to grant application for new station 1300 kc 5 kw unl. DA.

AM—1340 kc

Bullard, Metcalf & Goodlette, Hazard Bcstg. System and Universal Bcstg. Co., Hazard, Ky.—Adopted final decision granting application of Bullard, Metcalf & Goodlette for new station 1340 kc 250 w unl. and denying mutually exclusive applications of Hazard Bcstg. System and Universal Bcstg. Co. requesting same facilities.

AM—620 kc

Hanford Pub. Co., Hanford, and Fresno Bcstg. Co., Fresno, Calif.—Announced proposed decision looking toward grant of application of Hanford Pub. Co. for new station 620 kc 1 kw unl. DA-N and denial of Fresno Bcstg. Co. application for same facilities.

Petition Denied

Donald Flamm and Metropolitan Bcstg. Service, New York—Adopted memorandum opinion and order denying petition for rehearing and reconsideration of FCC's decision Feb. 26 granting CP to Newark Bcstg. Co., Newark, N. J., and denying applications of petitioners for CPs new standard stations.

AM—1280 kc

Veterans Bcstg. Co. Inc. and Rochester Bcstg. Corp., Rochester, N. Y.—Adopted final decision granting application of Veterans Bcstg. Co. for new station 1280 kc 5 kw unl. DA and denying application of Rochester Bcstg. Corp. for same fa-

(*Continued on page 68*)

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FCC Actions

(Continued from page 66)

Decisions Cont.:

cilities (Commissioner Denny did not participate in any of the aspects of this case).

BY COMMISSION EN BANC

Transfer of Control

WNCA Asheville, N. C.—Granted petition, removed from hearing and granted application for transfer of control of WNCA from Community Bestg. Co. to Jacksonville Bestg. Corp., WPDQ Jacksonville, Fla., for $80,100.

Petition Denied

Van Curler Bestg. Co., Albany, N. Y.—Denied petition for reconsideration of Commission's memorandum opinion and order of April 9, 1947, and for present consideration and grant of its application for CP new station on frequency and power now assigned WOKO, or for oral argument on such petition.

Modification of License

WINS New York—Granted mod. license to operate on 1010 kc, 10 kw night 50 kw-LS (DA-1) unl time instead of 1000 kc 50 kw unl; subject to cond. in original grant that licensee satisfy legitimate complaints of blanketing within 250 mv/m contour, including cross modulation.

License Renewal

WSBF South Bend, Ind.—Granted renewal of FM license for period ending June 1, 1948.

WBAM and Aux., Carteret, N. J.—Same.

KSIL El Paso, Tex.—Granted renewal of AM license for period ending Feb. 1, 1950.

Federal Telecommunication Labs. Inc., New York City—Granted renewal of experimental license W2XMJ for period expiring May 1, 1948.

National Bestg. Co., New York City—Same for W10XF W10XR.

License Extensions

WABW Indianapolis—Extended FM license on temp. basis to Sept. 1, 1947, pending determination upon application for renewal.

WCAU-FM Philadelphia—Extended FM license for 90 days on temp. basis.

BY THE COMMISSION

Clear Channel Bestg. Service—Granted petition to continue hearing in matter of clear channel broadcasting in standard band from July 7 to Sept. 17.

June 3 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

AM—1050 kc

Northern Kentucky Airwaves Corp. and The Northern Kentucky Radio Corp., Covington, Ky.—Announced final decision granting application of Northern Kentucky Airwaves Corp. for new station 1050 kc 250 w D and denying application of The Northern Kentucky Radio Corp. for same facilities.

AM—1110 kc

Tri-City Bestg. Co., Newport, Ky., and Moraine Bestrs. Inc., Dayton, Ohio—Adopted final decision granting application of Tri-City Bestg. for new station 1110 kc 1 kw D and denying application of Moraine Bestrs. Inc. for same facilities.

AM—1340 kc

Williamsport Radio Bestg. Assoc. and Lycoming County Bestg. Co., Williamsport, Pa.—Adopted proposed decision looking towards grant of application of Williamsport Radio Bestg. Assoc. for new station 1340 kc 250 w unl. and denial of application of Lycoming County Bestg. Co. for same facilities. Commissioner Jett favored grant of Lycoming and denial of Williamsport.

BY COMMISSION EN BANC

FM Conditional Grant

KRGV Inc., Weslaco, Tex.—Authorized cond. grant new Class B FM station; subject to further review and approval of engineering details.

News Pub. Co., Clarksburg, W. Va.—Same.

FM Dismissals

Columbia Bestg. System Inc., St. Louis—Dismissed without prejudice application for new Class B FM station upon applicant's request.

Farmers and Bankers Bestg. Corp., Wichita, Kan.—Dismissed cond. grant for new Class B FM station upon applicant's request.

FM CPs Issued

Authorized CPs for 10 Class B FM stations; 11 other FM CPs issued in lieu of previous conditions (see story this issue).

FM—90.8 mc

The Michigan State College, East Lansing, Mich.—Granted CP new noncommercial educational FM station, Channel 215, 90.8 mc 1.2 kw ant. 320 ft.

AM—740 kc

Olney Bestg. Co., Olney, Ill.—Granted CP new station 740 kc 250 w D; engineering cond.

AM—1050 kc

East Side Bestg. Co., Kirkland, Wash.—Granted CP new station 1050 kc 250 w D; engineering cond.

Transfer of Control

WFOY St. Augustine, Fla.—Granted consent to transfer control over Fountain of Youth Bestg. Co. from Glen Marshall Jr., Ed Norton and Frank King to J. C. Bell representing 62.5 sh. stock for consideration of $100,000.

License Extension

WKBW Buffalo, N. Y.—Granted temporary extension of license for main and aux. trans. for 60 days.

Modification of License

WBBR Brooklyn, N. Y.—Granted mod. license to change main studio location during reconstruction of present studio at Brooklyn.

Hearing Designated

Catonsville Bestg. Co., Catsonville, Md.—Designated for hearing application for new station 1440 kc 250 w D.

Del Paso Bestg. Co., North Sacramento, Calif.—Designated for hearing application for new station 1580 kc 250 w D.

Scott County Bestg. Co., Sikeston, Mo.—Designated for hearing application for new station 1230 kc 250 w unl.

AM—1490 kc

Fairmont Bestg. Co., Fairmont, W. Va.—Granted CP new station 1490 kc 250 w unl. engineering cond.

AM—1230 kc

Alachua County Bestg. Co., Gainesville, Fla.—Granted CP new station 1230 kc 250 w unl. engineering cond.

AM—1230 kc

Auburn Bestg. Co., Auburn, Ala.—Granted CP new station 1230 kc 250 w unl.

AM—1400 kc

Sikeston Community Bestg. Co., Sikeston, Mo.—Granted CP new station 1400 kc 250 w unl.; engineering cond.

AM—1340 kc

Ridson Inc., Eveleth, Minn.—Granted CP new station 1340 kc 250 w unl.; engineering cond.

AM—1240 kc

The Uncompahgre Bestg. Co., Montrose, Col.—Granted CP new station 1240 kc 250 w unl.

AM—1450 kc

Eagle Pass Bestrs., Eagle Pass, Tex.—Granted CP new station 1450 kc 250 w unl.; engineering cond.

Petition Denied

Muscogee Bestg. Co., Columbus, Ga.—Denied petition for waiver of Rule 1.363 of Rules and accept for filing application for new station 1230 kc 250 w unl.

BY THE SECRETARY

Billy Averitte Laurie, Portable, Area of Jacksonville, Tex.—Granted CP for new remote pickup station.

WAGE Inc., Portable, Area of Syracuse, N. Y.—Same.

WHEB Inc., Portable-Mobile, Area of Portsmouth, N. H.—Granted CP install new trans. for WBCZ.

WEWO Laurinburg, N. C.—Granted mod. CP for approval of ant., to change type trans. and approval of trans. and studio locations.

WRIB Providence, R. I.—Granted mod. CP make changes in vertical ant. and trans. equipment, change trans. and studio sites, and extension of completion date to 7-3-47.

KCID Caldwell, Idaho—Granted license for new station 1490 kc 250 w unl. and to specify studio location.

WRRZ Clinton, N. C.—Same, 880 kc 1 kw D.

KCLE Cleburne, Tex.—Same, 1120 kc 250 w D.

KFMJ Tulsa, Okla.—Granted license

Effective July 1, 1947

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● Effective July 1, 1947, the following schedule of subscription rates will apply for all new or renewal BROADCASTING subscriptions. Until July 15, subscribers are invited to renew or extend present subscriptions at the current rate of $5 a year or $8 for two years.

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—YEARBOOK Number Included—

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

HORACE N. STOVIN AND COMPANY
•
RADIO STATION REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

which authorized installation of new trans.

KFAB Bcstg. Co., Portable-Mobile, Area of Omaha—Granted CP new remote pickup station.

The Ludington Bcstg. Co., Portable, Area of Muskegon, Mich.—Granted mod. CP for extension of commencement and completion dates to 6-11-47 and 12-11-47, respectively, for WIHU.

WOGR Ashbacker Radio Corp., Portable, Area of Muskegon—Granted mod. CP for extension of completion date to 12-11-47, of WOGR.

KPOW Powell, Wyo.—Granted mod. CP change type trans.

WWPN Middlesboro, Ky.—Granted mod. CP for approval of ant., to change type trans. and for approval of trans. and studio locations.

WLOF Orlando, Fla.—Granted mod. CP to change trans. location.

WKAI Macomb, Ill.—Granted mod. CP for approval of ant., to make changes in trans., for approval of trans. location and to specify studio location.

KXLO Lewistown, Mont.—Granted mod. CP for extension of completion date to 7-8-47.

WAZF Yazoo City, Miss.—Granted mod. CP to change studio location.

WELI New Haven, Conn.—Granted mod. CP for extension of completion date to 11-19-47.

WAIM Anderson, S. C.—Granted mod. CP for extension of commencement and completion dates to 9-15-47 and 12-15-47.

KBOA Kennett, Mo.—Granted mod. CP for extension of completion date to 8-1-47.

WNEL San Juan, P. R.—Same to 8-22-47.

KFXM San Bernardino, Calif.—Same to 8-14-47.

WOL Washington, D. C.—Granted license for increase in power to 5 kw, install new trans. and new DA DN and change trans. location; cond.: also granted license covering move of old main trans. to be used as aux. with 1 kw DA-DN.

KTRF Thief River Falls, Minn.—Granted license for new station 1230 kc 250 w unl.

WLAW Lawrence, Mass.—Granted license for increase in power to 50 kw, install new trans., changes in DA DN and change trans. location.

WINZ Hollywood, Fla.—Granted license for new station 940 kc 1 kw D; cond.; and to specify studio location.

WKRG-FM Mobile, Ala.—Granted mod. CP for extension of completion date to 8-17-47.

WRUN Utica, N. Y.—Same to 8-20-47.

WHFB-FM Benton Harbor, Mich.—Same to 8-25-47.

WNIQ Uniontown, Pa.—Same to 7-28-47.

WSAR-FM Fall River, Mass.—Same to 11-18-47.

WCAC Anderson, S. C.—Same to 12-23-47.

WABF New York—Same to 12-21-47.

KARM-FM Fresno, Calif.—Same to 12-7-47.

WRBL-FM Columbus, Ga.—Same to 9-1-47.

KCNA Tucson, Ariz.—Granted license for new station 1340 kc 250 w unl. and to change studio location.

KVOU Uvalde, Tex.—Same; 1490 kc 250 w unl.

KXOL Fort Worth, Tex.—Granted license for new station 1360 kc 1 kw DA-N unl.

KWHW Altus, Okla.—Granted license for new station 1450 kc 250 w unl. and for change of studio location.

WORT Polican, Wis.—Granted license for new station 1240 kc 250 w unl.

KGLU Safford, Ariz.—Granted license for change frequency to 1480 kc, power to 1 kw, install new trans. and change trans. location.

WESX Salem, Mass.—Granted mod. CP for extension of completion date to 10-9-47.

KENT Shreveport, La.—Granted mod. CP to make changes in vertical ant., change type trans. and change studio location.

KOMO Seattle, Wash.—Granted mod. CP change type trans., to change from north tower to center tower for D operation and change studio location.

WHOW Clinton, Ill.—Granted mod. CP for approval of ant. and trans. location.

Central States Bcstg. Co., Omaha—Authorized cancellation of remote pickup station license expiring 11-1-48 (KAQW).

June 3 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KCRW Santa Monica, Calif.—Mod. CP, as mod., which authorized new noncommercial educational station, to change type trans. and make changes in ant.

AM—1480 kc

Central Colorado Bcstg. Co., Denver, Col.—CP new standard station 1480 kc 500 w-N 1 kw-D unl.

"WELL DONE," says Charles Britt (r), president of WLOS and WLOS-FM Asheville, N.C., to Herbert Koeppe, tower construction engineer, as tower is complete for the 5-kw operation scheduled to be on the air in July.

Remote Pickup

Eugene P. O'Fallon Inc., Area of Denver, Col.—CP new remote pickup station on frequencies to be assigned in 24-30 mc band, power of 2 w, emission A3 (FM) and hours in accordance with Sec. 4.403.

Modification of CP

KDZA Pueblo, Col.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

License for CP

The Evening Star Bcstg. Co., Area of Washington, D. C.—License to cover CP for new experimental television relay station.

Assignment of CP

WTAL Tallahassee, Fla.—Voluntary assignment of CP license to John H. Phipps.

Assignment of License

KDSH Boise, Idaho—Voluntary assignment of license to Boise Valley Bcstrs. Inc.

Modification of CP

WLBC Muncie, Ind.—Mod. CP which authorized changes in vertical ant. and to mount FM ant. on AM tower, and to change studio location, for extension of commencement and completion dates.

AM—1340 kc

WLBJ Bowling Green, Ky.—CP install new vertical ant. and mount FM ant. on AM tower.

License for CP

WKTM Mayfield, Ky.—License to cover CP which authorized changes in vertical ant., increase power, install new trans. and specify studio location.

Modification of CP

WLSU Baton Rouge, La.—Mod. CP which authorized new noncommercial educational station, to specify frequency as Channel 219, 91.7 mc, power as 205,000 w; to change trans. location, change type trans. and make changes in ant. AMENDED to make changes in ant.

WMNR North Adams, Mass.—Mod. CP which authorized new standard station, to change type trans. for approval of ant. and trans. location and to specify studio location.

AM—1340 kc

WEXL Royal Oak, Mich.—CP install new vertical ant. and mount FM ant. on AM tower.

License for CP

National Bcstg. Co. Inc., Area of Washington, D. C.—License to cover CP which authorized new experimental television relay station.

FM—Unassigned

WDUK Inc., Durham, N. C.—CP new FM station (Class B) on frequency to be assigned by FCC.

License for CP

WMDD Fajardo, P. R.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

TV—Exp. Relay

Havens & Martin Inc., Richmond, Va.—CP new experimental television relay station on 7000-7075 mc or as may be assigned, power of 0.1 w, emission special for FM and unl.

License for CP

WNAM Neenah, Wis.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

License Renewal

Applications for renewal of standard broadcast license filed by: KLUF KRKO KSYL KVOP WGRC WHUB WIRA WJLD WLCS WMAN WMSL WORD WSTC WTON.

WNOC Norwich, Conn.—License renewal standard station.

The Scioto Bcstg. Co., Area of Portsmouth, Ohio—Same for remote pickup WAVB.

The Western Connecticut Bcstg. Co., Area of Stamford, Conn.—Same for WCYO.

Modification of CP

KTTR Rolla, Mo.—Mod. CP which authorized new standard station to change frequency from 1340 to 1490 kc.

WSNJ-FM Bridgeton, N. J.—Mod. CP which authorized new FM station, for extension of completion date.

WLBT Liberty, N. Y.—Mod. CP, as mod., which authorized new standard station, to make changes in vertical ant. and to change trans. and studio location.

Modification of License

Bamberger Bcstg. Service Inc., New York—Mod. license WEGM to substitute frequency in 25-28 mc band for present assignment of 37.34 mc, to be used with 50 w for orders only; other frequencies 31.62, 35.26, 39.62 mc, to remain same.

Modification of CP

WOV New York—Mod. CP which authorized changes in trans. equipment (main trans.), for extension of completion date. Mod. of CP, which authorized changes in trans. equipment of aux. trans. for extension of completion date.

WADE Wadesboro, N. C.—Mod. of CP which authorized new standard station, to change type trans., for approval of ant. and trans. location and to change studio location.

TV—Exp. Relay

Crosley Bcstg. Corp., Areas of Cincinnati, Dayton and Columbus, Ohio—CP new experimental television relay station on frequencies to be assigned by Commission's chief engineer in 6500-7000 mc band, power of 0.1 w, emission A5-special for FM and hours unl. in accordance with Secs. 4.131(b) and 4.163.

AM—1290 kc

Tri-City Bcstg. Co., Bellaire, Ohio—CP new standard station 1050 kc 1 kw D. AMENDED to change frequency from 1050 to 1290 kc.

Modification of CP

WKJF Pittsburgh—Mod. CP, which authorized new FM station to change commencement and completion dates.

AM—1250 kc

The Helm Coal Co., York, Pa.—CP new standard station 1250 kc 1 kw D.

AM—1420 kc

Arecibo Bcstg. Co., Arecibo, P. R.—CP new standard station 1190 kc 250 w unl. AMENDED to change frequency from 1190 to 1420 kc; power from 250 w to 1 kw and change type trans.

Modification of CP

WNAF Providence, R. I.—Mod. CP which authorized new standard station, for approval of ant. and trans. location.

KGAF Gainesville, Tex.—Mod. CP which authorized new standard station, to change type trans., for approval of ant. and trans. location and to specify studio location.

License for CP

KGBS Harlingen, Tex.—License to cover CP as mod. which authorized installation new vertical ant. with FM ant. mounted on top and authority to determine operating power by direct measurement of ant. power.

AM—1170 kc

Peninsula Bcstg. Corp., Hampton, Va.—CP new standard station 1170 kc 250 w D.

Remote Pickup

Western Waves Inc., Area of Seattle, Wash.—CP new remote pickup station 1622, 2058 2150 and 2790 kc, 20 w and emission A3, hours in accordance with Sec. 4.403.

Mod. CP, License

WLIP Kenosha, Wis.—Mod. CP as mod. which authorized new standard station, to install new trans. Also license to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1230 kc

KGFJ Los Angeles, Calif.—CP increase power from 100 w to 250 w and make changes in trans. equipment.

AM—990 kc

Redlands Bcstg. Co. Inc., Redlands, Calif.—CP new standard station 990 kc 250 w-D.

Modification of CP

San Fernando Valley Bcstg. Co., San

(Continued on page 70)

Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been *selling* on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery

CBS Station for the SPARTANBURG-GREENVILLE Market

Best Sales spot on the dial

in Buffalo

WGR COLUMBIA 550

WGR Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives, Free & Peters, Inc.

Means every effort is being exerted to make it a better vehicle for listeners and an honest, resultful medium for advertisers.

WINS

CROSLEY BROADCASTING CORPORATION

CBS STATIONS
Cover All of Oklahoma
KTUL
5,000 WATTS
KOMA
50,000 WATTS

No "Spotted Coverage" when you use spots on these Sooner Twin stations

Avery-Knodel—National Representative

FCC Actions

(Continued from page 69)

Applications Cont.:

Fernando, Calif.—Mod. CP which authorized new standard station, to make changes in DA.

AM—1310 kc

KFKA Greeley, Col.—CP change frequency from 910 to 1310 kc, change hours from sharing time with KPOF to unl., install new trans. and DA-N and change trans. location.

Modification of CP

WTTG Washington, D. C.—Mod. CP which authorized new commercial TV station, for extension of completion date only.

Assignment of CP

WTAL-FM Tallahassee, Fla.—Voluntary assignment of CP to John H. Phipps.

Modification of CP

WTAD-FM Quincy, Ill.—Mod. CP which authorized new FM station for extension of completion date.

KAKE Wichita, Kan.—Mod. CP which authorized new standard station to change type trans., to make changes in vertical ant., and to change trans. and studio locations.

KFH Wichita, Kan.—Mod. CP, as mod., which authorized installation of FM ant. on AM tower, and to make changes in ant., for extension of completion date.

APPLICATIONS RETURNED

AM—1240 kc

KBMY Billinas, Mont.—Authority to determine operating power by direct measurement of ant. power. Returned 306 Forms, letter dated 5-27-47, questions not all answered, necessary to be signed and notarized.

AM—1230 kc

Scenic America Bcstg. Corp., Salt Lake City, Utah—CP new standard station 1230 kc 250 w unl. RETURNED 5-23-47. Incomplete. Engineering data not submitted.

APPLICATION DISMISSED

AM—790 kc

Ware Bcstg. Co., Waycross, Ga.—CP new standard station 790 kc 1 kw D.

TENDERED FOR FILING

AM—1580 kc

News-Examiner Co., Connersville, Ind.—CP new standard station 1580 kc 250 w D.

AM—1490 kc

Itasca Bcstg. Co., Grand Rapids, Minn.—CP new standard station 1490 kc 250 w unl.

Modification of CP

WHOM Jersey City, N. J.—Mod. CP to change proposed trans. location, using power of 5 kw and DA-DN.

WHHT Durham, N. C.—Mod. CP to change proposed trans. location, using 1 kw unl. DA-N.

AM—1240 kc

Jasper Bcstg. Co., Jasper, Tex.—CP new standard station 1240 kc 250 w unl.

AM—950 kc

Boston Radio Co. Inc., Boston—CP new standard station 950 kc 5 kw D. Requesting facilities assigned to WORL.

AM—1460 kc

Governor Dongan Bcstg. Corp., Albany, N. Y.—CP new standard station 1460 kc 5 kw unl. DA (request facilities of WOKO).

AM—1450 kc

Myrtle Beach Bcstg. Co., Myrtle Beach, S. C.—CP new standard station 1450 kc 250 w unl.

AM—1230 kc

KDAK Inc., Sioux Falls, S. D.—CP new standard station 1230 kc 250 w unl. (requesting facilities vacated by KELO).

June 4 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

AM—630 kc

WLAP Lexington, Ky.; Queen City Bcstg. Inc. and WCPO Cincinnati—Announced proposed decision looking towards grant of application of American Bcstg. Co. to change facilities of WLAP from 1450 kc 250 w unl. to 630 kc 5 kw-D 1 kw-N DA; denial of Queen City Bcstg. Inc. for new station 630 kc 1 kw-N 5 kw-LS unl., and denial of Scripps-Howard Radio Inc. for change of WCPO facilities from 1230 kc 250 w unl. to 630 kc 1 kw-N 5 kw-LS unl.

BY COMMISSION EN BANC

AM—1400 kc

Town Talk Bcstg. Co., Santa Paula, Calif.—Granted CP new station 1400 kc 250 w unl.; engineering cond.

AM—1450 kc

KOKE Bcstrs., Coquille, Ore.—Granted CP new station 1450 kc 250 w unl.; engineering cond.

AM—1290 kc

Greater Hartford Bcstg. Inc., Hartford, Conn.—Granted CP new station 1290 kc 500 w D (Comr. Durr for hearing).

AM—560 kc

The Advance Inc., Elizabeth City, N. C.—Granted CP new station 560 kc 500 w D; engineering cond.

AM—970 kc

Roanoke-Chowan Bcstg. Co. Inc., Ahoskie, N. C.—Granted CP new station 970 kc 1 kw D; engineering cond.

AM—800 kc

North Alabama Bcstg., Decatur, Ala.—Granted CP new station 800 kc 1 kw D; engineering cond.

Hearing Designated

Modern Bcstg. Co. of Baton Rouge Inc., Baton Rouge, and KVOL Lafayette, La.—Designated for hearing in consolidated proceeding application of Modern Bcstg. Co. for new station 1480 kc 1 kw D with application of KVOL to change from 1340 to 1480 kc, increase power from 250 w to 5 kw-LS 1 kw-N.

AM—570 kc

Douglas Bcstg. Co., Douglas, Ariz.—Granted CP new station 570 kc 1 kw D; engineering cond.

AM—930 kc

Charles W. Balthrope, San Antonio, Tex.—Granted CP new station 930 kc 1 kw D; engineering cond. and subject to submission of evidence showing severance of interest and connection with other stations.

Hearing Designated

Kansas City Bcstg. and Television Co., Kansas City—Designated for hearing application for new station 1380 kc 5 kw D.

Modification of CP

KQV Pittsburgh—Granted mod. CP to make changes in DA-D.

Petition Granted

Oneonta Star Inc., Oneonta, N. Y.—Adopted decision and order granting petition for immediate and final decision in proceeding and granted application for new station 1400 kc 250 w unl.; cond.

Petition Denied

KWKH Shreveport, La.—Adopted decision and order denying petition for reconsideration directed against Commission's action of Aug. 29, 1946, granting renewal of license for WDGY Minneapolis 1130 kc 5 kw-D 500 w-LS Albuquerque.

Show Cause Hearing

WDGY Minneapolis — Adopted order affording WDGY to show cause at hearing before Commission, why existing license of WDGY should not be mod. so to authorize operation on 1130 kc with 5 kw either D only or with DA or other means to avoid causing interference to normally protected primary service and secondary night time service of KWKH; ordered KWKH be made party to proceeding. Ordered further that hearing to show cause be consolidated with consolidated hearing on application of WDGY which requests 1130 kc 50 kw unl. DA, and application of Pontiac Bcstg. Co. (WCAR) for CP 1130 kc 50 kw unl. DA.

Petition Denied

Central Utah Bcstg. Co., Provo, Utah—Adopted memorandum opinion and order denying petition for reconsideration and grant of its application without hearing and ordered that consolidated hearing be scheduled June 23 in Washington, upon applicant's application and those of United Bcstg. Co. and Ogden Bcstg. Co. Inc.

June 4 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KRAI Craig, Col.—Mod. CP which authorized new AM station, to change type trans., for approval of ant. and trans. location and to specify studio location.

WPDQ-FM Jacksonville, Fla.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

Assignment of CP, License

WLAK Lakeland, Fla.—Voluntary assignment of CP and license to Lakeland Bcstg. Corp.

AM—1300 kc

Florida West Coast Bcstg. Co., Tampa, Fla.—CP new AM station 1300 kc 1 kw D. AMENDED to change name of applicant from Worth H. Kramer an individual t/r as Florida West Coast Bcstg. Co. To Worth H. Kramer, Robert E. Wasdon and Jack J. Siegel partnership d/b as Florida West Coast Bcstg. Co.

License for CP

KRPL Moscow, Idaho—License to cover CP, as mod., which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WHOW Clinton, Ill.—Mod. CP, as mod., which authorized new AM station, to change type trans., to make changes in vertical ant. and to specify studio location.

License for CP

WKAN Kankakee, Ill.—License to cover CP, as mod., which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WTTH-FM Port Huron, Mich.—Mod. CP which authorized new FM station, to make changes in ant. system and change commencement and completion dates. AMENDED to change type trans. and make changes in ant. system.

AM—1300 kc

WCAR Pontiac, Mich.—CP install new vertical ant. and mount FM ant. on AM tower.

Assignment of License

WLNH Laconia, N. H.—Voluntary assignment of license to Northern Bcstg. Corp.

License for CP

WJMO Cleveland—License to cover CP, as mod., which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KTUL-FM Tulsa, Okla.—Mod. CP which authorized new FM station, to change studio location, and trans. site.

AM—1450 kc

WJPA Washington, Pa.—CP to make changes in vertical ant. and mount FM ant. on AM tower.

FM—Unassigned

Helm Coal Co., York, Pa.—CP for new (Class B) FM Station on frequency to be assigned by FCC and ERP 17.16 kw.

Modification of CP

WAPV Mayaguez, P. R.—Mod. CP which authorized new AM station, to change type trans., for approval of ant. and trans. location and to specify studio location.

License for CP

WMMT McMinnville, Tenn.—License CP, as mod., which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

License Renewal

Applications for renewal of standard broadcast license filed by: KTMC KWLH WCNC WKPT.

June 5 Applications . . .

ACCEPTED FOR FILING

AM—740 kc

Rodgers and McDonald Newspapers, Inglewood, Calif.—CP new AM station 1450

Benton Analyzes Russian Advertising

Act Is Motivated by Necessity, Not Free Enterprise

ASSISTANT SECRETARY OF STATE William Benton declared Friday that any hope that Russian radio might be adopting a free enterprise pattern in the acceptance of radio advertising was entirely premature and based on a false premise.

In the first place, he told BROADCASTING, the Russians are not putting "commercials" on the air. In a country where one of the biggest problems is shortages in everything, it is a real public service to tell the public where goods, such as soap, can be purchased. The motive is not to sell soap, because there isn't a surplus which requires salesmanship, but to tell listeners when and if they can find it.

Thus, he concluded, the Russian resort to "advertising" is by no means motivated by the free enterprise stimuli that result in American advertising. It is a question of necessity to distribute short supply goods.

His parting comment was: "Furthermore, this may be an attempt by the Russians to prove to their people how truthful the Russian radio is. When Radio Moscow says there is soap at a certain store, the Russian listener can rush out and see for himself that the radio has spoken the truth!"

kc 250 w N. AMENDED to change frequency from 1450 to 740 kc.

AM—670 kc

The Wave Publications, Vernon, Calif.—CP new AM station 670 kc 250 w D.

AM—990 kc

The Litchfield County Radio Corp., Torrington, Conn.—CP new AM station 1170 kc 1 kw D. AMENDED to change frequency from 1170 to 990 kc.

AM—1230 kc

WJOB Hammond, Ind.—CP install new trans.

Modification of CP

WBBW Indianapolis—Mod. CP, as mod., which authorized new AM station, to increase 250 w to 1 kw, change type trans. to make changes in vertical ant., to change trans. and studio locations and for extension of completion date. AMENDED to change trans. location and make changes in ant. and trans.

KFRM South of Concordia, Kan.—Mod. CP which authorized new AM station, to change type of trans. and for approval of studio location.

AM—1230 kc

WJBW New Orleans—CP install new trans., install new vertical ant. and change trans. location.

AM—950 kc

Beacon Bcstg. Co. Inc., Boston—CP new AM station 950 kc 1 kw D. AMENDED to change power from 1 to 5 kw D, change type trans.

AM—1360 kc

Puritan Broadcast Service Inc., Lynn, Mass.—CP new AM station 1360 kc 250 w D. AMENDED to change power from 250 w to 500 w D, change type trans.

AM—1450 kc

WMIQ Iron Mountain, Mich.—CP install new trans.

AM—1400 kc

KORN Fremont, Neb.—Authority to determine operating power by direct measurement of ant. power. AMENDED to change name of applicant from Nebraska Bcstg. Corp. to Inland Bcstg. Co.

Modification of CP

KWRN Reno, Nev.—Mod. CP which authorized new AM station, to make changes in trans. and for approval of ant. and trans. location.

License for CP

WFBL Syracuse, N. Y.—License to cover CP which authorized installation of aux. trans. on 1 kw for aux. purposes only. AMENDED to use DA-N.

AM—1570 kc

KAKC Tulsa, Okla.—CP to mount FM ant. on AM tower.

Modification of CP

WBIR Knoxville, Tenn.—Mod. CP which authorized installation of new vertical ant. and ground system and change trans. location, for extension of completion date.

License for CP

KSFA Nacogdoches, Tex.—License to cover CP, as mod., which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KTBB Tyler, Tex.—Mod. CP which authorized new AM station, to change type trans. for approval of ant. and trans. location and to specify studio location.

WJPG Green Bay, Wis.—Mod. CP which authorized new AM station, for approval of ant. and trans. location and to specify studio location.

WKRG-FM Mobile, Ala.—Mod. CP, as mod., which authorized new FM station, to change trans. site.

KXOK-FM St. Louis—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

License Renewal

Applications for renewal of standard broadcast license filed by: KFRU KFVS KRLC KTEM WATL WBLK WBTH WELL WFOR WKPA WRJN. Also relay KAGM.

TENDERED FOR FILING

AM—1600 kc

Baker Bcstg. Co., Fresno, Calif.—CP new AM station 1600 kc 1 kw unl. DA.

Hearings Before FCC . . .

JUNE 9

FM Hearing

WDEL Inc., Wilmington, Del.—For FM facilities.

Wilmington Tri-State Bcstg. Co. Inc., Wilmington, Del.—Same.

Keystone Bcstg. Corp., Harrisburg, Pa.—Same.

York Bcstg. Co., York, Pa.—Same.

Reading Bcstg. Co., Reading, Pa.—Same.

TV Relay—Hearing

Informal engineering conference on intercity television relay.

JUNE 10-11

Allocations

Engineering conference to discuss allocation of frequencies to non-Government services between 42 and 88 mc.

FCC Denies Petition Asking Rehearing on Newark Case

FCC MADE CLEAR last week that it interprets the Communications Act's "equitable distribution" clause as referring to transmission as well as reception.

The interpretation was contained in the Commission's reply to petitions filed by two New York applicants who sought rehearing of a case they lost to an applicant from Newark, N. J. On the basis of Sec. 307(b), the equitable distribution provision, FCC had granted the application of Newark Broadcasting Corp. for 620 kc with 5 kw, denying those of Donald Flamm and Metropolitan Broadcasting Service for the same assignment in New York [BROADCASTING, March 3].

Denying the rehearing petitions of Metropolitan and Mr. Flamm, the Commission declared last week in a memorandum opinion:

The argument apparently is that Sec. 307(b) requires the Commission to make distribution of licenses among the several states and communities so as to provide a fair, efficient and equitable distribution of radio service, that radio service refers to radio reception only and does not include transmission, and that since the Newark area receives reception from nearly all of the New York stations, some of which actually have their transmitter sites in New Jersey, no basis for the preference of the Newark application over the New York applications can be grounded on Sec. 307(b).

The history of the Communications Act, however, makes clear that the petitioners' interpretation of the section is erroneous and that radio service in fact refers to transmission as well as reception, and includes consideration of the sources from which the programs are received as well as number of stations which can be heard.

The 1928 Davis Amendment to the Radio Act, FCC pointed out, defined "service" as including both transmission and reception. This language, the Commission contended, "serves equally" to clarify the present provision, even though the Davis Amendment itself was repealed in 1936. FCC argued that the repeal was intended only to "eliminate the impractical device" of the quota system of allocations which the amendment had established.

FCC continued, noting that New York has 16 stations and Newark three:

Except in the case of communities which otherwise receive no usable signal or an insufficient number of such signals, the mere quantity of stations whose programs can be heard in a given area is irrevelent to the question of whether, on a comparative basis, the community interests of that area are better or less well served than those of some other community.

Cites Present Situation

The Commission pointed out that Metropolitan and Mr. Flamm had argued that all but five of the New York outlets either render specialized service to one or more particular groups or are network key stations, and therefore should be eliminated from consideration as stations serving New York. But FCC reasoned that all 16 stations are licensed to serve the New York population or some segment of it. The opinion added:

If, in fact, one or more of such stations are not serving the needs of the New York area, that might appropriately be the subject of inquiry in other proceedings before the Commission, but it is not, itself, a reason for making another assignment to New York City in preference to another community where the facilities may be used.

Newark Broadcasting, whose grant was reaffirmed, is owned by six business and professional men and women, headed by Arthur Walsh, Edison Co. vice president and former U. S. Senator. Mr. Flamm, one of the unsuccessful applicants, is former owner-operator of WMCA New York and now half owner of WPAT Paterson.

JUNE 11

AM—Hearing

Woodward Bcstg. Co., Detroit—CP 840 kc 5 kw DA-D.
Intervenor: WHAS Louisville.

JUNE 12

Oral Argument

Group I

The Sandusky Bcstg. Co., Sandusky, Ohio—CP 1450 kc 250 w unl.

Lake Erie Bcstg. Co., Sandusky, Ohio—Same.

The Bay Bcstg. Co., Sandusky, Ohio—Same.

Group II

Easton Pub. Co., Easton, Pa.—CP 1230 kc 250 w unl.

Allentown Bcstg. Corp., Allentown, Pa.—Same.

Steel City Bcstg. Co., of Bethlehem, Pa. Inc., Allentown, Pa.—Same.

Group III

Homer Rodeheaver, Fort Wayne, Ind.—1450 kc 250 w unl.

Community Bcstg. Corp., Fort Wayne, Ind.—Same.

Radio Fort Wayne Inc., Fort Wayne, Ind.—Same.

Group IV

Columbia Bcstg. System Inc., Matheson Radio Co. Inc., The Northern Corp., The Yankee Network Inc., Unity Bcstg. Corp. of Massachusetts, Templetone Radio Mfg. Corp., Massachusetts Bcstg. Co. and Harvey Radio Labs Inc.—For FM facilities in Boston area.

ROPER SURVEY SHOWS FREE RADIO IS DESIRED

AMERICANS think even less of government ownership or regulation when it comes to radio than they do of electric utilities, according to a survey by Elmo Roper in the *New York Herald Tribune* May 22.

He tabulated the results of two surveys in 1938 and 1946 to show the growing suspicion with which the great majority of Americans look upon government interference with the traditional capitalistic management of private businesses.

Following is the tabulation of the two surveys as they applied to electric utilities:

	1938	1946
In favor of gov't owning & operating	15%	11.2%
In favor of more regulation	20	11
Less or same regulation	48	52.7
Don't know	16.8	23.8

Following is the tabulation as it applies to radio specifically:

	1938	1946
In favor of gov't owning & operating	4.6	3.2
In favor of more regulation	14.2	7.5
Less or same regulation	68.8	69.1
Don't Know	12.4	20.2

Hon. Bill Shepherd
McCann Erickson, Inc.
Minneapolis, Minn.

Dear Bill:

The password down in this part of the country is "Full Speed Ahead." The State Chamber of Commerce just came out with this report, " . . . . West Virginia industry, roaring ahead full blast, is outstripping 1946 production, EMPLOYMENT AND WAGE FIGURES by wide margins . . ." Yes Sir, "Full Speed Ahead".

If you want more information just drop me a line or contact a Branham man!

Yrs,
Algy

WCHS
Charleston, W. Va.

RADIO
WOW
OMAHA
NBC
AFFILIATE
5000 WATTS
590 KC

WRITE, WIRE, OR PHONE
JOHN J. GILLIN
or JOHN BLAIR

1947
A Century of Progress

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

White Bill

(*Continued from page 15*)

lotment. Each will deal with a particular phase of the bill.

Members of the legislative committee who met at Judge Miller's call were Joe B. Carrigan, KWFT Wichita Falls, Tex.; Wayne Coy, WINX Washington; Herbert Hollister, KBOL Boulder, Colo.; Joseph H. Ream, CBS executive vice president; Frank M. Russell, NBC vice president; Robert D. Swezey, MBS vice president and general manager, and Joseph A. McDonald, ABC vice president and general counsel, who sat as an observer. Unable to be present were committee members J. Harold Ryan, chairman, vice president Fort Industry Co.; Don S. Elias, WWNC Asheville; Clair R. McCollough, Mason-Dixon stations; G. Richard Shafto, WIS Columbia, S. C., and Louis Wasmer, KGA Spokane. O. L. Ted Taylor, KGNC Amarillo, arrived in Washington for the meeting but was stricken with a respiratory ailment. His condition was considerably improved Friday. He had been confined to his Carleton Hotel quarters virtually the entire week.

The identical notice of hearing sent to 21 individuals and organizations over the signature of Edward Cooper, communications expert of the Interstate & Foreign Commerce Committee, said the subcommittee desired that the hearings be concluded "as expeditiously as possible." The notice cited that the Legislative Reorganization Act, adopted at the last session, provides for submission in advance of written statements of witnesses at hearings.

Advance Testimony

"Accordingly", said the letter, "the subcommittee desires that each witness will submit at least 48 hours in advance of his testimony 15 copies of his formal statement which will be made a part of the hearing record."

The notice continued that the witness upon his appearance, will be expected to "limit himself to a brief oral supplementary statement, not to exceed 20 minutes, and the answering of such questions as may be asked."

The letter concluded that the hearings are not expected to continue for more than six days (probably four beginning on Tuesday, June 17, and the remaining three, or four beginning on Tuesday, June 24). Respondents were requested to notify the committee promptly whether they desire to be heard, so that the witness schedule can be arranged and time be allotted.

Judge Miller was scheduled to speak before the annual convention of Canadian Association of Broadcasters at Jasper Park, Alta. When he learned that the decision was "final" he cancelled his own appearance and designated Mr. Willard to take his place so that he might personally direct preparation of material for the hearing.

Notice of the hearing went out last Wednesday to 21 key organizations and individuals identified with radio. Included among the invitees besides the FCC and NAB were: the four major networks; J. Leonard Reinsch, radio adviser to the President and managing director, Cox Radio Stations; Major E. H. Armstrong, FM inventor; Commander E. F. McDonald Jr., president of Zenith Radio; Dr. Lee DeForest, radio inventor; FMA; Television Broadcasters Association; Clear Channel Broadcasting Service; Radio Correspondents' Association; Federal Communications Bar Association, and Radio Manufacturers Association.

The Committee's invitation reminded prospective witnesses that nearly two months of hearings were held in November and December of 1943 on the former White-Wheeler bill (S-814) and "that a substantial number of sections of the present bill, S-1333 were taken unchanged from the earlier measure." Thus, continued the letter, the subcommittee believes repetition of the earlier testimony to be unnecessary.

White's Retirement Factor

Some observers saw Senator White's action on the radio bill as related to his announcement earlier in the week that he will retire on the expiration of his term in the Senate. His present term is up at the end of 1948. Senator White wrote the *Lewiston Sun*, Lewiston, Me., that he would "seek no further service in the Senate."

FCC sources interpreted Senator White's desire for an early and short hearing as indication that he is pushing hard for enactment of a new radio law before the end of the 80th Congress.

FCC Chief Counsel Harry M. Plotkin is directing preparation of the Commission "case" which is expected to resemble that presented in 1943 when the White-Wheeler bill was protested as "emasculating" the Commission. FCC spokesmen feel that the new bill would be considerably weakened by most of the substantive provisions.

They object particularly to those portions which would split the Commission into two parts and take away much of the Chairman's power by making his post rotating and dividing his responsibilities between the two branches.

Under the proposed White Bill of 1947 one part of the Commission —each part would consist of three members, with the Chairman sitting on each section but without a vote—would deal with common

KELO Sioux Falls Opens New Studios

HOUR-LONG BROADCAST May 31 marked opening of new studios of KELO Sioux Falls, S. D., and the climax of a week of special activities designed to acquaint the station's listeners and its business contacts with the new facilities.

Among those taking an active part in the festivities were four KELO executives—Sam Fantle Jr. (seated, center), president of Mid-Continent Broadcasting Co. Inc., KELO licensee, and (standing, l to r) Tony Moe, sales promotion manager, Ted Matthews, commercial manager, and Evans Nord, program department head—and two visitors, John Meagher, KYSM Mankato, Minn., and Bill Wallace, of John Pearson Co. Chicago office (seated, l to r, respectively).

Dedicatory broadcast included transcribed greetings sent from Washington, D. C., by South Dakota's senators, Chan Gurney and Harlan Bushfield. A special greeting over entire NBC network was extended by Ty Krum from NBC studios in Washington.

carrier matters, and the other with broadcasting.

Mr. Denny is expected to claim also that the bill will inevitably force the Commission to hold hearings on practically all applications for licenses.

It was not known who besides Chairman Denny would testify for the Commision, although the door was open for other commissioners and some of the staff executives. The Commission is expected to ask for not more than a day to make its presentation.

One reason Senator White pushed for a short hearing was the over 1,000 pages of hearings on the former White-Wheeler bill, about three-fourths of which has been incorporated into the present bill. Those sections of the current proposal dealing with procedural and appellate matters were lifted almost completely from the predecessor bill.

These sections are expected to be dealt with in a more perfunctory manner, since previous testimony covers them so thoroughly.

There were also some FCC personnel who objected to the White procedural proposals as burdening both the Commision and the Courts with excessive appeal routine since the bill generally gives broadcasters and other appellants from FCC action a greater recourse to the courts.

FCC Investigation Talked

In the House, members talked of activating a resolution introduced by Interstate Commerce Committee Chairman Charles A. Wolverton (R-N. J.) to investigate the FCC.

The resolution has been buried in the House Rules Committee since its introduction. Committee Chairman Leo Allen (R-Ill.) told BROADCASTING that he would push the resolution only if there were "pressure for it," but he added that to date there has been no demand for its approval.

If the House Committee had the benefit of the resolution it would be able to subpoena witnesses and in general enlarge the scope of its hearings to include a thorough investigation of the present operation of the FCC.

An indication of the importance being attached to the hearings by Senator White was given Thursday with the announcement of the addition of two new members to the subcommittee considering the Communications Bill. New members were Senators Homer E. Capehart (R-Ind.) and Warren G. Magnuson (D-Wash.). Other Committee members besides Chairman White are: Charles W. Tobey (R-N. H.); E. H. Moore (R-Okla.); Edwin C. Johnson (D-Colo.), and Ernest W. McFarland (D-Ariz.). All members present voted for prompt hearings. Senator McFarland was absent at the time.

Heavy Backlog

The House radio subcommittee of the Interstate Commerce Committee ran into a heavy backlog of unfinished business last week which prevented its Chairman, Evan Howell, from making plans for hearings of his own. Mr. Howell has discussed the bill with Senator White and it was agreed that joint hearings were out.

Mr. Howell had asked for an executive meeting of the subcommittee late last week, but was vetoed by Chairman Wolverton who wants the full Committee to clear its calendar of the load accumulated during hearings over the last four months.

Mr. Howell ran into another snag last week when he requested that Rep. Harris Ellsworth (R-Ore.) be added to the subcommittee. Chairman Wolverton is understood to have refused on grounds that Rep. Ellsworth is disqualified from sitting on radio matters since he is part owner of KRNR Roseburg, Ore. Mr. Ellsworth has been avidly interested in radio legislation that has arisen.

Another Added

The House group did, however, add another Democrat to its membership, Rep. Alfred L. Bulwinkle (D-N. C.) last year's subcommittee chairman. Other members are Chairman Howell; Leonard W. Hall (R-N. Y.); Joseph P. O'Hara (R-Minn.); James I. Dolliver (R-Iowa); Hugh D. Scott Jr., (R-Pa.); Oren Harris (D-Ark.); Richard F. Harless (D-Ariz.) and Clarence Lea (D-Cal.), as a member ex-officio.

New AWB Head to Attend First District Meeting

FRANCES FARMER WILDER, CBS consultant on daytime programs, will make her first public appearance as new president of the Assn. of Women Broadcasters [BROADCASTING, June 2] at the AWB's First District conference in Hartford, Conn., June 14-15, according to an announcement by Nell Daugherty, First District chairman.

Attending from Boston, Miss Daugherty said, will be: Phyllis Doherty, publicity director, WNAC; Kay Harrison, publicity director, WCOP; Connie Stackpole, sales representative, WEEI; Mildred Bailey, director of *Food Is Fun* program on WCOP; Nancy Dixon, WCOP; Priscilla Fortescue, director of *Listen Ladies* program on WEEI; Marie Houlahan, publicity director, WEEI. Also planning to attend is A. N. Armstrong Jr., WCOP's sales manager, who is First District counselor.

'Collier's' Congressional Award Won by LaFollette

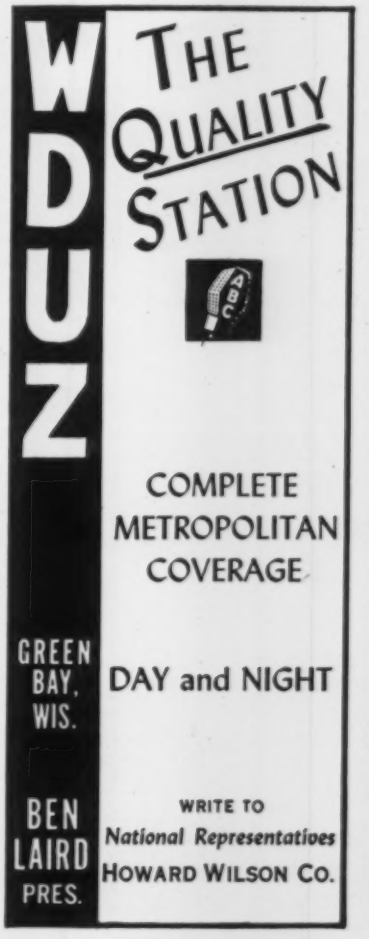
FOR HIS OUTSTANDING work in the U. S. Senate in 1946 (79th Congress), Robert M. LaFollette Jr., chairman of the board of directors and president of the Milwaukee Broadcasting Co., operators of WEMP, has received *Collier's* (magazine's) annual Congressional Award.

The award is presented to the legislator who, in the opinion of a board of judges, has contributed most to the improvement of national government. Former Senator LaFollette was honored for his work on the Congressional reorganization measure. He announced that he planned to turn over the award, a check for $10,000, to the U. of Wisconsin "to promote the study of government reorganization, to the end that the instrumentalities of government at all levels may function more efficiently and be more responsive to the will of the people."

Bondurant to WJBC

HALE BONDURANT, for the past 10 years sales manager, WHO Des Moines, has been appointed manager of WJBC Bloomington, Ill., it was announced last week by Loring C. Merwin, president of the Bloomington Broadcasting Corp. and publisher of the *Daily Pantagraph*, which acacquired the station earlier this year. Mr. Bondurant succeeds A. M. McGregor, who is resigning to devote full time to the management of KSTT Davenport, Iowa, of which he is part owner.

Mr. Bondurant



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SAN
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KFMB is San Diego's exclusive ABC station. Followers of ABC top flight shows depend on KFMB for primary reception. They listen. We sell. You profit.

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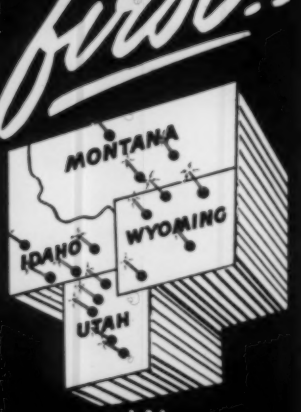
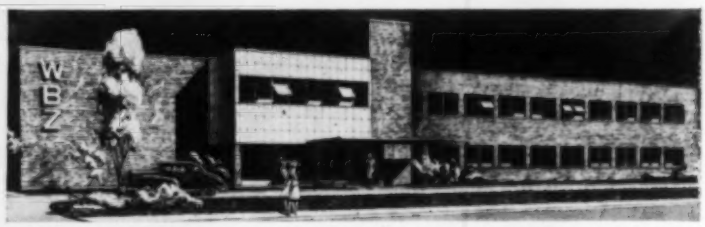
• Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Hooper Survey Reveals
INTERMOUNTAIN NETWORK
first...



IN
INTERMOUNTAIN
WEST
Ask AVERY-KNODEL
For Details

WBZ Announces Plans for Radio-Video Center as TV Caravan Visits Boston



Television and FM activities of the Westinghouse Boston stations, WBZ and WBZA, will be housed in this $1,000,000 building of functional design now under construction adjacent to Harvard stadium.

RCA-VICTOR-ALLIED STORES Television Caravan [BROADCASTING, April 21] moves into Boston's Jordan Marsh Co. department store tomorrow (June 10), for a week-long display of equipment and a video demonstration. Special opening day broadcast will be carried at 1:45 p. m. by WBZ and WBZA, with "Chick" Morris, director of special events, describing Boston's first sizable television exhibit.

Coincident with the Caravan's visit, detailed plans for the new $1,000,000 WBZ radio and television center now under construction in suburban Allston were announced by Station Manager W. C. Swartley. The center will be located on a 10-acre tract adjoining Harvard stadium and will house all offices, studios and transmitting equipment for the video outlet, as well as WBZ's FM operations and the international short-wave station, WBOS.

The new two-story structure will provide more than 36,000 square feet of space, including a 40x45-ft. ultra-modern television studio, complete with a mezzanine operations room for technicians and producers; an auditorium-type studio equipped for video; makeup rooms for television performers; facilities for broadcasting film by television, and a film vault.

Foundations Completed

Foundations of the radio-television center have been completed, Mr. Swartley said, and work on the superstructure is slated to begin within the next few days. "We plan to have television test programs on the air before the end of the year and to inaugurate a regular television program service early next year," Mr. Swartley added. Under present plans, station will have the call letters WBZ-TV.

Meantime, Bostonians will focus their attention this week on the Television Caravan. Video receivers have been strategically located around the Jordan Marsh store for the public's entertainment.

Massachusetts' governor, Robert F. Bradford, and other notables have been invited to appear on the opening program tomorrow. On Wednesday the regular Marjorie Mills program will be televised starting at 12:30 p. m., and on Thursday a special 15-minute news program from the WBZ newsroom will be televised at 1:45 p. m.

Friday's video show will bring to the cameras the WBZ baritone, Ray Dorey, WBZ's home forum director, Mildred Carlson, and the veteran radio team of Hum and Strum, all at 12:15 p. m.

"Bump" Hadley, sportscaster and former major league pitcher, will interview some of Boston's leading sports personalities Saturday morning starting at 10:45.

National merchandisers and their products will be televised throughout the week to provide continuous entertainment.

Gen. Sarnoff to Address RMA Chicago Meeting

BRIG. GEN. DAVID SARNOFF will be principal speaker at the 23d convention of Radio Manufacturers Assn., to be held Tuesday through Thursday at the Stevens Hotel, Chicago. His address will be delivered at the annual banquet Thursday night, with the subject "The Outlook for the Radio Industry."

FCC Chairman Charles R. Denny had been scheduled to speak at the Thursday luncheon but it was understood last week he would be unable to make the trip.

The RMA Advertising Committee will meet Tuesday to review plans for National Radio Week. Other committees and divisions will meet Tuesday and Wednesday, with annual membership meetings scheduled Thursday, as well as election of officers.

NBC WASHINGTON TV OUTLET OPENS JUNE 27

WNBW, NBC Washington television station, is scheduled to have its formal opening June 27, according to Program Manager John Gaunt. The station already is sending out a test pattern which has been received satisfactorily at points as far away as Baltimore. It operates on Channel 4, with 5 kw and effective radiated power of 20.7 kw.

The management includes F. M. Russell, vice president of NBC in charge of the Washington office; Carleton Smith, general manager of WNBW, WRC and WRC-FM; George Sandefer, television assistant to the general manager, and Mr. Gaunt. Loren Myers handles promotion and Jay Royen press relations for the NBC Washington stations. A. E. Johnson is engineer in charge of the NBC Washington office, with Harold See, television operations supervisor for WNBW.

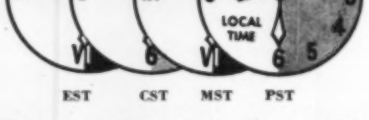
California Senate Gets Revised Copyright Law

REVISION of California copyright law is in prospect with passage accomplished in Assembly and action in Senate seen likely this week. Measure, which streamlines copyright regulations and brings wordage up to date and in line with existence of radio and movies as media, should reach Gov. Earl Warren by end of week, according to observers in Sacramento.

Bill, being shaped with the aid and consultation of radio and movie studio attorneys, has produced no radical changes in law but makes wording more precise.

News Show Renewed

GENERAL MILLS, Minneapolis (Sperry pancake flour), June 2 renewed for 52 weeks *Sam Hayes News* on eight NBC Pacific stations, Mon.-Sat., 7:45-8 a. m. (PST). Agency is Knox-Reeves, Minneapolis.



GUARANTEE YOUR LOCAL TIME
Regardless of Network Offerings

● It's possible with the Mosby Plan of Time Allocation. Local programs are scheduled in the 3rd quarter hour of every hour. The affiliate can then immediately accept any network-offered commercial and know his guaranteed local programs will be slotted in the affiliate's guaranteed 3rd quarter hour. The remaining time is open for network commitments. It's the same in any time zone.

The ART MOSBY STATIONS
CBS KGVO KANA • KGFM
ANACONDA BUTTE 250 W
GREAT FALLS 5 KW (DEC. 1, 1947)
5 KW DAY • 1 KW NITE
MISSOULA
MONTANA

WNCA, WFOY Authorized Station Transfers by FCC

CONSENT to transfers of control of WFOY St. Augustine, Fla., and WNCA Asheville, N. C., was given last week by FCC. WFOY consideration is $100,000; that of WNCA, $80,100, before adjustments.

The WFOY sale resulted from the duopoly condition effected in an earlier grant of increased power and assignment change to WMBR Jacksonville, Fla. In that decision FCC ruled that the WMBR stockholders had to divest themselves of WFOY. Purchaser of the St. Augustine outlet is J. C. Bell, former part owner of WBRC Birmingham, Ala., and supervising engineer in charge of technical operations and expansion of WMBR and WFOY.

The owners of WNCA sold their interests to Jacksonville Broadcasting Co., WPDQ Jacksonville, Fla., licensee, because of the press of their other business interests and inability to concur readily on operating policy.

Marshall Relinquishing

The St. Augustine transaction involved sale of all outstanding stock in Fountain of Youth Broadcasting Co., WFOY licensee, to Mr. Bell by Glenn Marshall Jr., general manager, president and 54% owner; Ed Norton, assistant treasurer (28%), and Frank King secretary-treasurer (18%). The three together own WMBR while Mr. King and Mr. Marshall are general manager and commercial manager respectively of that station. WMBR in January was granted change from 250 w on 1400 kc to 5 kw, directional night, on 1460 kc.

According to the sales application, Mr. Bell has offered three-year options for purchase of up to 15% interest each in WFOY to John E. Bernhard Jr., technical director, and Frankie Collyer Walker, program director. The stock would be acquired at cost and Mr. Bell reserves the right to repurchase it if the parties decide to sell. Mr. Bell indicated that it would be desirable from a community service standpoint to have key executives of the station participate in its ownership.

The application further said that Mr. Bernhard would be elected president and Mr. Walker secretary-treasurer of the licensee corporation following approval of the transfer. Mr. Bernhard also would become general manager with Mr. Walker as assistant manager.

The WNCA transfer approval resulted from grant by the Commission of a petition seeking removal of the sales application from a hearing called in April to inquire about the transaction, its price and related potential effect upon over commercialization and program plans and policies. The petition reviewed the WNCA organization history, the contract details, reasons for the sale and cited the eligibility of the transferee as the established operator of WPDQ.

The six WNCA transferors, each holder of 40 shares, are:

Richard M. Arnold, partner in S & H X-Ray Co.; Jack O. K. Barfield, operator of Dr. Pepper Bottling Co.; James M. Ernest, Washington, D. C., attorney; Albin F. Knight, patent counsel for American Enka Corp.; J. Alfred Miller, treasurer and manager of The Miller Printing Co.; and C. Frederick Rabell, who resigned April 1 as general manager to assume that post, and ownership interest, at KSON San Diego, Calif., under construction.

Program for WCBS-TV Handled by WMAL-TV

A SPECIAL television pickup from Washington featuring Rep. Fred A. Hartley Jr. (R-N. J.), co-sponsor of the Taft-Hartley Labor Bill, was presented by WCBS-TV New York, Wednesday, June 4 at 8 p. m. on the Gulf Oil News Show.

The pickup, which originated at WMAL Washington, was arranged by Kenneth Berkeley, general manager, WMAL; Dan Hunter, chief engineer; Frank Harvey, television engineer; and Don Silbert, James R. Harter and Stan Egbert, WMAL-TV technicians.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Mellin

There's That Lonely Feeling Again

On Transcriptions: ASSOCIATED—Art Mooney; WORLD—Russ Morgan; LANG-WORTH—Chuck Foster; THESAURUS—Music of Manhattan.

On Records: Hal McIntyre—MGM 10032; Charlie Spivak—Vic. 20-2287; Louis Prima—Maj. 1145; Connee Boswell—Apollo 1064; Frankie Carle—Col. (soon to be released).

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

A Rescue Storey

DON STOREY, WHBC Canton, Ohio, engineer was strolling along downtown Canton on May 27, when he was attracted to a fire which turned out to be the church where WHBC originates remote broadcasts each Sunday. Mr. Storey put a handkerchief over his mouth and made two groping trips to an upstairs lobby from which he rescued a portable power unit, an amplifier and two microphones. Net result—the station still has $10,000 worth of equipment which might otherwise have been lost.

YANKEE AGAIN SEEKS BOSTON TV STATION

YANKEE NETWORK applied to FCC last Thursday for a new television station at Boston. It requested Channel 7.

Yankee had previously filed for a video affiliate of its WNAC Boston, but withdrew with the intention of entering the color television field if FCC approved commercial color operations [BROADCASTING, March 25, 1946] It withdrew applications for Hartford and Providence at the same time.

Five video channels have been allocated to the Boston area. Two of these have been assigned: One to Westinghouse Radio Stations Inc. for WBZ-TV Boston and one to Raytheon Mfg. Co. for WRTB Waltham. In addition to the Yankee Network application, which was filed by Thomas N. Dowd of the Washington law firm of Pierson & Ball, New England Theatres Inc., is seeking a television station at Boston.

BAR GROUP DISCUSSES TREATMENT OF CRIME

RADIO, motion pictures and comic strips and their treatment of crime were discussed last week by the Criminal Law Section of the American Bar Assn.

Meeting at Washington's Hotel Mayflower, some 20 members of the section from all parts of the country took up: (1) Portrayal of lawyers, judges and the police by the above media.; (2) emphasis placed on depiction of crimes.

The portrayal of courts and the police, some of the delegates contended, is creating the feeling that the administration of justice is proceeding irregularly. The second topic was felt to be even more important by many delegates who said that the manner in which crimes were being emphasized was not only encouraging them but resulting in juvenile delinquency.

The criminal law group members now will report back to their local organizations. Section's next meeting possibly will take place in the fall.

"WHAT YU WAITIN' FER?"

MBS

KICD

SPENCER-ESTHERVILLE, IA.

A TAYLOR-HOWE-SNOWDEN STATION

1000 NIGHT

5000 DAY

Jackson's monthly retail sales are running 304.1% higher than in 1939 and 27.5% better than the national average.

WJDX NBC

in JACKSON, MISSISSIPPI

"Selling America's Fastest-Growing Up-And-Coming Market!"

NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERY CO.

18 More Standard Stations Granted

San Antonio, Hartford Daytimers Among Recipients

EIGHTEEN new standard stations, including eight daytime and the rest fulltime outlets, were authorized last week by FCC. This boosts to 235 the total number of construction permits issued to date this year by the Commission. AM CPs outstanding now total 511.

All of the fulltime grants are for 250 w local operations. Of the daytime assignments, four are for 1 kw power, two for 500 w and two for 250 w.

A majority of the new grantees include persons who have, or previously had, other radio interests or associations.

The daytime grants:

Olney, Ill.—Olney Broadcasting Co., 740 kc, 250 w. Principals: Marshall H. Poole, president and general manager and owner 62 shares or 38.75% (to get 40 more shares for services); John I. Schaffer, Texas Oil Co. county agent, 6.25%; Winifred Gray, 6.25%; F. Allen Calvert Jr., attorney, 5%; Schultz Seed Co., 3.12%; Zean Gassman, insurance, 3.125%; Les C. Blackburn, wholesale poultry, 3.125%; Bertha Schultz, 3.125%; Cleo Hocking, auto agency, 3.125%; Ernest Grigsby, plumbing, 3.125%. Remaining interest held by 25 minor stockholders.

Kirkland, Wash.—F. L. Thornhill trading as East Side Broadcasting Co., 1050 kc, 250 w. Mr. Thornhill has been in radio management for 10 years; formerly with KINY Juneau and KTKN Ketchikan, Alaska.

Hartford, Conn. — Greater Hartford Broadcasting Inc., 1290 kc, 500 w. Principals: William M. Savitt, jeweler, president and 49% plus owner; Max M. Savitt, attorney, secretary-treasurer 49% plus, and Frances M. Kriwacki, personal secretary to Max M. Savitt, 1% plus.

Elizabeth City, N. C.—The Advance Inc., 550 kc, 500 w. Publishes Daily Advance.

Ahoskie, N. C.—Roanoke-Chowan Broadcasting Co. Inc., 970 kc, 1 kw. Principals: Charles H. Jenkins, auto dealer, president; N. S. Garrett, furniture dealer, undertaker, jeweler, vice president; Alex Lipsitz, department store, treasurer; Joseph B. Burden, attorney, secretary; L. L. Wilkins, tobacco warehouse, and W. H. Basnight, grocery and farm supply distributor. Each holds 16-2/3% interest.

Decatur, Ala.—North Alabama Broadcasting Co., 800 kc, 1 kw. Partnership: H. V. Kinney, attorney and probate judge, and D. T. Kinney, livestock dealer. Both are partners in Cullman Broadcasting Co., licensee of WKUL Cullman, Ala.

Douglas, Ariz.—Douglas Broadcasting Co., 570 kc, 1 kw. Partnership: William N. Goodwin, freelance announcer, actor and producer, and Joseph P. Wren, business management and accounting.

San Antonio, Tex.—Charles W. Balthrope, 930 kc, 1 kw. Mr. Balthrope is manager of KABC San Antonio.

The fulltime authorizations:

Santa Paula, Calif.—Town Talk Broadcasting Co., 1400 kc, 250 w. Partnership: Robert W. LeMond, CBS Hollywood announcer, 50%; Clarence E. Fisher, account executive, Roger & Smith Adv., Los Angeles, 25%, and Clinton Jones, general manager KCMJ Palm Springs, Calif., 25%.

Coquille, Ore.—KOKE Broadcasters, 1450 kc, 250 w. Partnership: William E. Walsh, attorney, and Walter L. Read, sales engineer of Gates Radio Co.

Oneonta, N. Y.—Oneonta Star Inc., 1400 kc, 250 w. Publisher daily Oneonta Star and weekly Herald.

Fairmont, W. Va.—Fairmont Broadcasting Co., 1490 kc, 250 w. Partnership: J. Patrick Beacom, government sales and public relations, Morse Boulger Co., New York, 37.5%; Jennings Randolph, retired Congressman, 10%; Timothy P. Beacom, retired production engineer, Hearst Newspaper Corp., 37.5%; Robert L. McCoy, president McCoy Outdoor Adv. Co., 5%, and Clarence E. Smith, editor, Fairmont Times, 5%.

Gainesville, Fla.—Alachua County Broadcasting Co., 1230 kc, 250 w. Principals: R. M. Chamberlin, Bell Telephone Labs. engineer, president-treasurer and 30.8% owner; R. L. Henderson, real estate and lumber, vice president 30.8%; J. C. Adkins Jr., lawyer, secretary 7.7%; E. D. Hague, farmer and livestock dealer, 7.7%; R. A. Cox, furniture dealer, 11.5%; C. W. Chamberlin, home appliance dealer, 7.7%; Thomas D. Roland, banker and cattleman, 3.84%.

Auburn, Ala.—Auburn Broadcasting Co., 1230 kc, 250 w. Partnership: William W. Hunt, commercial manager, WSFA Montgomery, Ala.; C. J. Shelkofsky, WSFA chief engineer; Elmer Salter, instructor, Alabama Polytechnic Institute.

Sikeston, Mo. — Sikeston Community Broadcasting Co., 1400 kc, 250 w. Principals: C. L. Malone, insurance agent, president and 16.67%; H. C. Young, with seed firm, vice president, 16.6%; H. E. Reuber, osteopath, secretary - treasurer, 8.33%; Lyman R. Bowman Jr., chemist, 8.33%; Pleas M. Malcolm, postmaster 4.17%, and Ralph L. Hirsch, commercial manager of KFVS Cape Girardeau, Mo., 45.83%.

Eveleth, Minn.—Ridson Inc., 1340 kc, 250 w. Subsidiary of Ridder Brothers newspaper-radio interests. Licensee WDSM Superior, Wis.

Montrose, Col.—The Uncompahgre Broadcasting Co., 1240 kc, 250 w. Principals: D. E. Towne, radio engineer, president and general manager, 20.98%; Ralph P. King, announcer, vice president 2.99%; Melvin A. Davey, 20.98%; Mrs. Stanley Pozum, 4.19%; Harrison Loesch, 2.99%, and Arthur Jens, 0.6%.

Eagle Pass, Tex.—Eagle Pass Broadcasters, 1450 kc, 250 w. Sole owner is John G. Long, owner KVIC Victoria, and KSAM Huntsville, Tex.

Comr. Clifford J. Durr voted for hearing in the Greater Hartford case.

Engineering conditions were involved in all of the grants excepting those to Auburn, Montrose and Hartford.

Charles W. Balthrope, San Antonio grantee, will resign his position as manager of KABC and sell his 1% interest in KTSA San Antonio, acquired before the war when he was KTSA assistant manager. Mr. Balthrope originally had sought assignment of 250 w unlimited on 1450 kc, the former facilities of KABC which now operates on 680 kc with 50 kw to local sunset and 10 kw night. This earlier request was denied when the assignment was given a competing applicant, Gonzales Broadcasting Co., Gonzales, Tex. Mr. Balthrope then amended his application to seek the facilities granted last week.

Town Talk Broadcasting, Santa Paula grantee, earlier had been denied a new standard station at Grass Valley, Calif., when the requested facility was awarded a competitive applicant, Grass Valley - Nevada City Broadcasters [BROADCASTING, February 24].

The *Oneonta Star* application had been designated for hearing by FCC to determine possible interference with WABY Albany, N. Y. Upon finding that no objectionable interference would result, the applicant petitioned the Commission for immediate and final decision, which was granted. The grantee also holds permit for a new Class B FM station.

Disc Shows

(*Continued from page 17*)

eventually affect our employment. As a matter of fact, the use of the record itself is unfair because many of our people are not being compensated for the record when played on the air because it was originally made for home use and not for radio."

Mr. Heller's reference to this dispute recalled litigation in 1939 between RCA-Victor and WNEW New York. RCA sought to prevent the station from playing its phonograph records, but lost the case in the New York Court of Appeals.

The suit was filed by RCA "in behalf of Paul Whiteman," who in that pre-disc m. c. period opposed the use of records on the air.

Mr. Heller said he might confer with James C. Petrillo, president of the American Federation of Musicians, in an attempt at joint AFRA-AFM action concerning record m. c. shows.

Mr. Petrillo never has endeavored to conceal his dislike of such programs, from which his musicians derive no direct revenue.

Upcoming

June 17: Senate Subcommittee Hearings on White Bill (S-1333) begin.

June 19-20: NAB Small Market Stations Executive Committee, NAB Hqtrs., Washington.

June 23-24: North Carolina Association of Broadcasters Convention, Ocean City Hotel, Morehead City, N. C.

June 26-28: NRDGA Sales Promotion Convention, Palmer House, Chicago.

June 27: FMA-RMA Liaison Committee, Statler Hotel, Washington.

July 17-18: NAB Public Relations Executive Committee, NAB Hqtrs., Washington.

Sept. 15-18: NAB 25th Annual Convention, Convention Hall, Atlantic City.

(Current Upcomings on Page 4)

Radio Session Scheduled At NRDGA Unit's Meeting

ANNUAL sales promotion convention of the National Retail Dry Goods Assn. will be held June 26-28 at the Palmer House, Chicago, with a half-day radio session scheduled the second day.

Chairman of the radio meeting will be William T. White, Wieboldt's Inc., Chicago. He will lead a panel of three other retailers whose programs won awards in NRDGA's first radio contest. Frank E. Pellegrin, director, and Lee Hart, assistant director of the NAB Dept. of Broadcast Advertising, will take part. Broadcasters are invited to the meeting.

When
Hulas
become
Quaggly*
MEMPHIS
*Quaggly —to shake like jelly— sez Webster
The movement by wise time-buyers who want to move merchandise is to WHBQ.
W. H. BEECUE
Here you sell more goods to more people at lower cost. Ask Rambeau.
• WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station. —Memphis advertisers know Memphis media. Buy where they buy.
Represented by
RAMBEAU
New York • Chicago • Hollywood

The LARGEST station in the LARGEST city in WEST VIRGINIA

WSAZ

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT 930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

Reduced Personnel Now Handling OIC

Uncertainty of Budget Fate Puts 273 on Leave

UNCERTAINTY as to the fate of its $31,000,000 appropriation has forced the Office of International Cultural and Information Affairs to put 273 of its 1,000 personnel on "enforced leave," BROADCASTING learned last week.

OIC spokesmen said this "temporary" layoff had seriously crippled the operation of the 26-language "Voice of America" which has lost some of its top personnel, some of whom have been forced to accept permanent employment elsewhere. All employes of OIC have received 30-day notice which will not be withdrawn until the Congress takes final action on the appropriation, which to date has been completely stricken from the State Dept. Appropriation Bill.

In spite of this operational difficulty however, OIC officials were optimistic for at least a partial restoration of their funds by the Senate, where an Appropriations subcommittee under Sen. Joseph H. Ball (R-Minn.) is examining the proposed budget.

Sen. Ball told BROADCASTING that if enabling legislation now pending before the House is passed, his Committee will be able to reinstate OIC funds without a two-thirds vote. The House was expected to vote on the enabling bill, introduced by Karl E. Mundt (R-S. D.), last Friday. Signs of a tough fight were indicated by lack of unanimity on the House Rules Committee.

To Sponsor Heatter

NOXZEMA Chemical Co., Baltimore (Noxzema medicated shave cream and medicated skin cream), effective July 4 begins sponsorship of Gabriel Heatter, news commentator, on MBS, Fri., 9-9:15 p. m. Agency is Sullivan, Stauffer, Colwell & Bayles, New York.

KRGV, WBLK Given Class FM Grants; CP's for 10 Others, 11 New Permits

FCC last week issued conditional Class B FM grants to KRGV Weslaco, Tex., and WBLK Clarksburg, W. Va.; authorized construction permits for 10 other Class B operations, and issued new permits to 11 others "in lieu of previous conditions."

The Commission also deleted, at the grantees' request, previous conditional Class B FM grants to CBS' KMOX St. Louis and to KFBI Wichita.

CBS explained that it was giving up its St. Louis authorization without prejudice to reapplying later—so that it can prosecute its Washington application without involving conflict with FCC's FM multiple-ownership rule. The network is licensee of FM stations in New York and Chicago, has construction permits for St. Louis and Los Angeles and a proposed grant for Boston, and is held by FCC to be operator of WAPI-FM Birmingham because of a 45% non-voting interest. FCC rules limit one licensee to six FM stations.

KFBI gave up its conditional grant because of "numerous unforseen obstacles" including inability to secure a satisfactory site. KFBI is licensed to Farmers and Bankers Broadcasting Co., Wichita.

The conditional grants to KRGV and WBLK were subject to further review and approval of engineering details.

Applicants receiving initial construction permits were as follows (all for Class B and subject to certain conditions; power is effective radiated power and antenna height is height above average terrain; AM affiliation, if any, is indicated in parentheses or in the call letters of the FM station):

Arkansas - Oklahoma Bcstg. Corp. (KRKN) Ft. Smith, Ark.—33 kw; 740 feet.

Studebaker Bcstg. Co. (KSON) San Diego, Calif.—16 kw; 300 feet.

FM Radio and Television Corp., San Jose, Calif.—340 kw; 2,470 feet.

KSBR Radio Diablo Inc., San Bruno, Calif.—250 kw; 2,470 feet.

Merced Bcstg. Co. (KYOS) Merced, Calif.—2.9 kw; 250 feet.

WILM-FM Delaware Bcstg. Co., Wilmington, Del.—20 kw; 500 feet.

Paul Brake (AM grantee) Miami, Fla.—8.5 kw; 275 feet.

KBUR-FM Burlington Bcstg. Co., Burlington, Iowa—20 kw; 500 feet.

Radio Asheville Inc. (WSKY) Asheville, N. C.—16.2 kw; 1,100 feet.

Lee Segall Bcstg. Co. (KCOH) Houston, Tex.—46 kw; 380 feet.

The following were authorized construction permits in lieu of previous conditions, channels to be assigned. All for Class B stations:

WAFM Voice of Alabama (WAPI) Birmingham, Ala.—540 kw; 610 feet.

KMYC-FM Marysville-Yuba-City Bcstrs., Marysville, Calif.—4.7 kw; 395 feet.

KECA-FM American Bcstg. Co., Los Angeles, Calif.—290 kw; 2,900 feet.

KVEC-FM Valley Electric Co., San Luis Obispo, Calif.—16.7 kw; 700 feet.

KSFH Pacific Bcstg. Co., San Francisco, Calif.—15.8 kw; 1,330 feet.

WHMB Theodore Granik, Washington, D. C.—19 kw; 510 feet.

WASH Commercial Radio Equipment Co., Washington, D. C.—15 kw; 470 feet.

WAVE-FM WAVE Inc., Louisville, Ky.—15 kw; 300 feet.

KFEQ-FM KFEQ Inc., St. Joseph, Mo.—63 kw; 560 feet.

WRAL-FM Capitol Bcstg. Co., Raleigh, N. C.—54 kw; 325 feet.

WTMA-FM Atlantic Coast Bcstg. Co., Charleston, S. C.—49 kw; 385 feet.

Chicago Store

(*Continued from page 16*)

Richman believes, "is to win friends and influence shopping habits. Although we check direct sales on radio, we do not expect them to be as large as direct returns from newspaper advertising. The object of our radio promotion is to create a neighborly feeling between such an impersonal institution as a department store and the customer.

"Many new charge accounts are directly traceable to radio. General word of mouth publicity is extremely valuable in a city like Chicago where competition is keen. Radio has helped immeasurably to keep Goldblatt's name in our customers' minds. We have also reached a new market — people who never before had bought in our store—by arousing their interest and curiosity.

"For this reason our radio programs have been extremely valuable as an advertising media."

Goldblatt's successful use of radio is all the more impressive since *Let's Have Fun* is aired 12-12:30 p. m. daily (CDST), a time when most listeners are accustomed to hear the news. It is also a slack period for store traffic yet the program has and is playing to in excess of 1000 people daily. Mr. Richman is convinced that department stores are missing a bet in neglecting radio. All you need—he says—is a program like *Let's Have Fun*. But, he warns, don't expect to get results from radio overnight or by spending a few hours a day in preparing a program. It's a full-time assignment and fully as important as your advertising department.

May Kohler Is St. Louis Women's Ad Club's Head

WOMEN'S ADVERTISING Club of St. Louis elected May Kohler of Gardner Advertising Co. president at its annual meeting June 2. Miss Kohler, who is assistant to Gardner's vice president, Charles E. Claggett, has been with the agency for nine years and for the last two years has served as secretary of the club. Mrs. Norrie Passino, art director of Famous-Barr Co., is the club's retiring president.

Mrs. Chester J. Bohn, home service director of Laclede Gas Light Co., was elected vice president, Bea Carey of Ruthrauff & Ryan Inc., secretary and Ruth Thompson of Public Loan Corp., treasurer.

Wickett Will Leave Soon For New Post in Seattle

MARTIN DEANE WICKETT, former program director of WTOP Washington, who has been confined to Doctor's Hospital in the capital, expects to be released shortly and to leave later this week for Seattle, where he will take up a new assignment June 15 as director of program policy at KEVR and its FM affiliate, KING-FM.

On July 15 KEVR will change its call letters to KING, the station management has announced.

KSFO MUSIC PAYS OFF!

Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn why 3 out of 4 San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station, or ask your Universal Radio Sales representative.

WESLEY I. DUMM, President

KSFO 560 SAN FRANCISCO

Represented by Universal Radio Sales

for low-cost advertising in BEAUMONT

it's KRIC

DRUG $ +99.8%

over 1940 Census figures. Drug sales in BEAUMONT as estimated by Sales Mgt. Magazine, 1946.

KRIC BEAUMONT, TEX. 250W. 1450 Kc. Established 1938

REPRESENTED BY THE BRANHAM COMPANY

Labor

(*Continued from page 17*)

the compromise labor bill overwhelmingly passed by the House and Senate late last week.

As BROADCASTING went to press last Friday the Senate was expected to pass by at least a two-to-one majority the labor bill voted through the House on Wednesday by a record vote of 320-79.

At the last minute observers were watching Senate action closely, for upon the exact count of the Senate vote will depend the final question of whether the labor bill is to be enacted into law this year.

Chairman Robert A. Taft (R-Ohio) of the Senate Labor Committee expressed confidence at the beginning of the Senate debate that there would be enough votes in the upper chamber to override any possible veto. The vote on the original Senate bill, however, was short by ten votes of the power necessary to override.

Meanwhile, there was no clear indication from the White House as to what action President Truman will take. A party of three Democratic members of the House called on him Thursday to feel him out, but he was completely on guard and did not divulge his plans. Reps. Ray J. Madden (D-Ind.), John Lesinski (D-Mich.), and Arthur J. Klein (D-N. Y.) declared the president said he would study the bill very carefully, but made no comment as to his opinion.

WTAG

WORCESTER

Delivers

Central New England

THREE LONG-STANDING friends of WOV New York call to say hello to station executives during open house party celebrating WOV's 20th year in radio. L to r: Ralph H. Nardella, WOV commercial manager; Georgio Mauri, vice president of Miramar Trading Corp.; Domininco Gigli, president, New Century Advertising Co.; John Sirignano, owner, Esperia Shipping Co.; Ralph N. Weil, WOV station manager.

CCBS

(*Continued from page 18*)

(KPO and KGO San Francisco, KOA Denver, and WBZ Boston).

6. That "in parts of their service areas" certain other (unidentified) 1-A's and 1-B's be protected from skywave and groundwave interference to their 25 microvolt contours calculated at an operating power of 750 kw "to permit them to provide daytime service" to listeners in areas now receiving substandard service.

7. That "all remaining Class 1-B stations be protected to their 100 microvolt per meter groundwave contour, calculated at operating power of 50 kw, from daytime skywave or groundwave interference."

Col. John H. DeWitt Jr., CCBS engineering director, who presented the CCBS evidence and recommendations, proposed that "daytime skywave" be defined as meaning "skywave transmission during the entire period starting with the morning transition period (from two hours before to two hours after sunrise), to the evening transition period (from two hours before to two hours after sunset), and including the midday period (hours between the morning and evening transition periods)."

Col. DeWitt, who prepared the CCBS evidence with the aid of a committee of chief engineers of member stations, presented maps designed to show how, with 20 stations operating with 750 kw, service of Type C quality (100 microvolts, the minimum recognized by FCC standards) could be extended to most U. S. areas now receiving less than Type C service. With 20 clear channel stations operating with 750 kw [BROADCASTING, Oct. 28, 1946], Col. DeWitt said, usable daytime skywave service could be provided even to those areas not receiving 100-microvolt signals.

He also presented maps to illustrate that existing daytime clear channel stations may be reassigned so that they would be at least 1,200 miles from the dominant stations.

Col. DeWitt was cross-examined at length, particularly by representatives of clear-channel daytimers who questioned the extent of interference shown in his charts or who felt that the duration of interference was so negligible as to make unnecessary the protection he requested.

Several participants sought to show, through cross-examination, that daytime skywave on higher frequencies is greater than on lower channels. Col. DeWitt agreed that around sunrise and sunset the skywave signal on high frequencies is stronger than on low frequencies, "with the greatest difference occurring about one hour after sunrise and one hour before sunset."

He insisted, however, that during the midday period—from two hours after sunrise to two hours before sunset—the skywave signal on lower frequencies (which includes the 1-A channels) is stronger than on high frequencies.

FCC Analyses

FCC evidence was presented by E. F. Vandivere Jr., chief of the Commission's Information & Analysis Section, Technical Information Division. It consisted of tabulations of data from recordings made by FCC engineers, an analysis, and representations of the results in the form of curves designed to estimate the intensity of interference, and its growth or duration.

Only other witness to complete his presentation during the first two days of the session was John V. L. Hogan, president of WQXR New York. He asserted that daytime skywave exists in sufficient intensity to justify its consideration in FCC rules and standards, and submitted personally made reception logs charting pre-sunset interference encountered by WQXR from WTOD Toledo, 1-kw daytime station on WQXR's 1560-kc channel.

Over the protests of some of the other participants, he also submitted a file of letters which he said came unsolicited from listeners reporting interference to WQXR from WTOD.

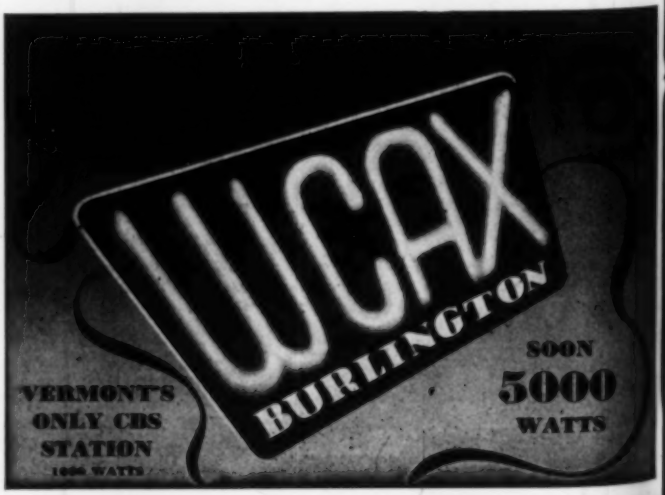
William F. Duttera, NBC staff allocations engineer, took the witness stand late Thursday to present transmission curves and maps showing extent of interference from co-channel daytime operations to NBC's KOA Denver, WNBC New York, WTAM Cleveland, WMAQ Chicago, and KPO San Francisco.

It was thought the hearing might be completed late Friday afternoon. Almost 40 stations, grantees and applicants were represented, but many chose to develop their points through cross-examination and were planning to waive affirmative presentations to avoid duplication of evidence presented by earlier witnesses.

The hearing was before Comrs. Rosel H. Hyde, Ray C. Wakefield, and Clifford J. Durr, with Commissioner Hyde presiding. Both of the engineer-Commissioners, E. K. Jett and E. M. Webster, were absent; they are attending the International Telecommunications Conference at Atlantic City, along with Chairman Charles R. Denny. Harry M. Plotkin, assistant general counsel, was Commission counsel for the proceeding.

A decision in the case has been promised at the earliest possible date, since FCC in the meantime is refusing to act on pending applications for daytime or limited-time use of U. S. 1-A and 1-B channels. The decision will involve proposed rules relating to the recognition, if any, which will be accorded daytime skywave.

Just when the decision will come, however, was not predicted. One probable delaying factor is that some of the Commission staff executives will be engaged in preparation of FCC's "case" for the Senate Subcommittee hearing on the White Bill amending the Communications Act, now scheduled to start June 17. Another is that the counsel of Commissioners Jett and Webster, since they are engineers, and also of Chairman Denny will be desired by the other Commissioners.



Coaxial Rates

(*Continued from page 18*)

time on an occasional use basis, the charge would be $1.25 times 96 (the number of circuit miles), or $120, plus $530, the charge for two station connections, or a total of $650. Each additional hour during the month would cost $150—$15 for each station plus $120 for the inter-exchange channel; monthly service for eight-hour daily service would be $5,340; an intercity channel would cost $3,840 plus $1,500 for the two station connections. These charges do not include the audio channel costs.

One television broadcaster said that he had figured that monthly service between New York and Washington (237 circuit miles) under the proposed rates would cost $12,360 for both video and audio channels. On an occasional use basis, he said, the first hour would cost $900.50 and $360.45 for each additional hour up to 33, when the maximum charge would have been reached.

If a four-city network could be programmed exclusively from New York, such network line charges might be less expensive than individual programming from each city, it was pointed out. But it is not likely that the FCC would favor the elimination of local programming in television any more than it has in sound broadcasting, and the proposed cable costs become a major item when they are added to the costs of maintaining local studios and local studio crews in each city.

Highly Complex Job

There appeared to be no argument, however, with the telephone company's statement that "providing transmission channels for television is a highly complex job. It was pointed out that the company is probably not to be blamed for trying to set rates high enough to get back some of its large capital investment in coaxial cable and in the terminal and repeater equipment necessary to transmit the picture signals from city to city in usable form, equipment that is not needed for telephone service.

To compensate for the loss in video signal strength, repeater must be installed at intervals of 5½ to 8 miles all along the route. Each repeater has a double set of vacuum tubes to insure continuous service. Other apparatus is needed to keep the signals in line, as frequencies at the outer edge of the band tend to move more slowly than those at the center and unless corrected they would arrive at the terminals enough later than the others to affect picture quality. Special wires in the cables also transmit automatically to attendants at widely-separated points continuous information as to the operation of this auxiliary equipment, so potentially weak apparatus may be replaced before a failure occurs.

Looking into the future, AT&T reported that it now has 4,000 miles of coaxial cable placed for use in furnishing telephone service, expects this mileage to total 6,500 by the end of 1947 and more than 9,000 miles by the end of 1948. These channels can be adapted for video use by adding the proper repeater and terminal equipment. "As broadcasters' plans become better crystallized," the company stated, "television equipment can be added within a reasonable period for such cities as Atlanta, Miami, New Orleans, Dallas, Fort Worth, El Paso, Los Angeles, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis. In addition, radio relay facilities will be available both ways between New York and Boston by the latter part of this year and another such system between New York and Chicago is projected to supplement the coaxial service which by then will be in service between those cities."

Intercity Television Relays Conference Opens at FCC

INFORMAL conference on intercity television relays will be held today, June 9, at FCC to be followed Tuesday and Wednesday by the engineering conference on non-Government service allocations in the band 42 to 88 mc. No appearances were formally indicated for today's video relay meeting but it is expected that there will be present many of the more than a dozen parties who have requested participation in the June 10-11 session.

Today's meeting will be concerned primarily with determining the dates when television broadcasters will need relay facilities and whether or not common carrier service will be available at that time, a Commission spokesman said. It is expected that some of the video group will continue their strong stand for independent relay facilities on an economic and technical basis. This consideration must be balanced with spectrum availabilities and various related demands, the spokesman pointed out. One of many possibilities suggested was that television broadcasters might form a cooperative and operate their own common carrier facilities.

AT&T last week filed with the Commission its proposed rates for use of coaxial cable service in television network operations (see story page 18 this issue).

Television service to 39 cities in 25 states is proposed in current grants and applications, FCC reported last week in a summary of the U. S. television situation. Report listed city-by-city service.

The June 10-11 conference will include consideration of possible deletion of one of the lower commercial television channels in order to lessen interference to certain other services [BROADCASTING, May 26]. Among those who will be present at the conference are:

American Radio Relay League, AT&T, Philco Television Broadcasting Corp., RTPB Panel 6, RCA and NBC, Allen B. Du Mont Labs Inc., Television Broadcasters Assn., Assn. of Police Communications Officers Planning Committee, RTPB Police Committee 13, General Railway Signal Co., Raytheon Mfg. Co., Zenith Radio Corp. and Assn. of American Railroads.

FCC Chief Engineer George E. Sterling is to preside at both meetings.

Sellers

(*Continued from page 10*)

Modulation Business as associate editor, as well as acting frequently before the television cameras.

Shortly thereafter Bill set sail on the 83-foot cutter which was to take him to such spots as Brazil, where the crew spent most of its land time, and Trinidad.

Came November 1945 and his release from the Coast Guard as lieutenant (j.g.).

He returned to Leo Burnett, this time in the capacity of radio time-buyer. On June 24, last year he took a trip to Nanuet, N. Y., where he married Pat Murray. Together they returned to Chicago where they have since made their home.

NITCHEVO!
A Jingle Suitable for Even Chiquita Banana-ski

EDITOR BROADCASTING Comrade—

Will you please broadcast the following singing commercial to the masses:

Pepski-Vodka hits the spot—Hey!
Twelve full ounskis, that's a lot—Hey!
Twice as much for a ruble, too—Hey!
Pepski-Vodka is the drink for you.—Hey!

Ruble
Ruble
Ruble
Ruble

Comrade Koepf
The Fort Industry Co.
Washington, D. C.

Da?

Your Gospel Singer

EDWARD MacHUGH

Here is a feature with everlasting appeal—not dated, not a fad, but a down-to-earth perennial favorite. The Gospel Singer has proved that he keeps his audience through the years. The swarm of mail he receives daily indicates the personal contact he has with his listeners.

HOOPERS? DAYTIME!

ATLANTA	**7.1**
BUFFALO	**6.0**

420 quarter-hour transcribed programs presenting Edward MacHugh singing hymns that have lived through the ages.

Write, wire, phone . . .

Harry S. Goodman

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Woman's editor for established New England 5000 watter. Prerequisites: good voice, personality, proven writing ability. Handle some continuity, broadcast daily woman's program. Will discuss salary. Box 464, BROADCASTING.

Think you can fill early morning jockey spot? Man we want is short on experience but long on personality for established talent-paying show. Send disc and tell why you think you qualify. New England. Network affiliate. Box 492, BROADCASTING.

Announcer—$72.00-$75.00 per week. First class salary for first class announcer with first class ticket. 5 day, 40 hour week. Top working conditions at NBC affiliate California. Send audition record and full personal and professional background material. Box 561, BROADCASTING.

Wanted—Radio salesman able to sell local accounts. The man who qualifies is one with enough experience to know score but has not had chance to get into payoff brackets. Opportunity for $300.00 or more per month for hustler. Local network station in city of 50,000. Write giving details and references. Box 556, BROADCASTING.

Wanted—Experienced announcer able to help write copy. Good working conditions, forty hour week. Good opportunity for right man. Send photo and complete information. Box 557, BROADCASTING.

Experienced announcer. $275 monthly, 48 hour week or $210, 40 hour week with fees. Send disc, recent photo and three personal references. Key station regional network. Speed essential. Box 572, BROADCASTING.

Wanted—Announcer-engineer with first class ticket for 1000 watt metropolitan area station in east. Box 582, BROADCASTING.

Copywriter—NBC affiliate, central California needs experienced copywriter. Must turn out real selling copy and take responsibility copy department. Announcing desirable, not essential. Write, giving full personal and professional background. Box 562, BROADCASTING.

Program director, experienced, midwest station. To start in late Fall. Box 599, BROADCASTING.

Where are all the good radio men? Salesman, announcer and engineer-announcer needed. Must be experienced to warrant good salary we pay. New station needs top personnel. Reply Box 606, BROADCASTING.

Chief engineer for 250 watt Indiana network affiliated station. Must have supervisory and maintenance experience. Seventy five dollars per week. In reply give experience, education, references, and availability. Box 609, BROADCASTING.

PROGRAM DIRECTOR WANTED . . . .

. . . . WHO has proved his ability to program a station to build audience reflected in ratings;

. . . . WHO has done that job in a large, competitive market;

. . . . WHO can inspire everyone in his department through his own ideas and enthusiasm.

This kind of Program Director is being sought by a network station in one of the biggest markets. If you apply be sure to send the complete story about yourself and your successful audience building work.

Box 607, BROADCASTING

Help Wanted (Cont'd)

Program directors—announcers, openings. RRR, Employment Bureau, Box 413, Philadelphia.

North Carolina regional in one of the best towns in state wants good, sober salesman. No high pressure floaters, but one who can sell steady business on its merits. Now one thousand going five in December with 34,000 watts on FM. Good opportunity for a man willing to work and grow with organization. Since we are in the habit of doing all our business above board send your letters direct to E. Z. Jones, General Manager, WBBB, Burlington, North Carolina.

Engineer wanted with first class ticket for network affiliate with FM operation. Salary $52.50 for 40 hour week with overtime additional. Send complete details or phone collect soonest as position is open immediately WLAV, Grand Rapids, Michigan.

Operator with 1st class ticket, immediately. Prefer veteran. WICY, Malone, N. Y.

Wanted: Announcer with ability to operate own controls for kilowatt daytime only independent station. Write, phone or wire Paul W. Norris, Radio Station WTIK, Durham, North Carolina.

Announcer-operator with ticket. Send photo, disc if possible and experience. New modern furnished apartment at station. $35.00 per month, all utilities furnished. Trout fishing practically at back door. Airmail, wire or phone. KPRK, Livingston, Montana.

Copywriters, salesmen, technicians—write: RRR, Employment Bureau, Box 413, Philadelphia.

Help wanted—Girl continuity writer with experience commercial spots, programs, musical shows. Send photo, history, references, salary expectations to Jack Rathbun, WCOA, Pensacola, Florida.

Program director for WFAK, Charleston, S. C. one kw, news-music, Mutual station. Must be good leader, good announcer, no angles on gimmeck and audience participation shows. $60.00 weekly, write J. B. Fuqua, P. O. Box 1131, Augusta, Georgia.

Commercial manager for network affiliate in one of New England's most active and progressive markets. Salary and commission. Give experience, background. Box 613, BROADCASTING.

Chief engineer—Experienced supervise construction recently authorized new regional station in major metropolitan market N. Y. state. Network affiliated. Must be available approximately July 1. Permanent job. Write complete details including operation and installation experience. Salary expected, age, family status; enclose photograph. Box 615, BROADCASTING.

Engineer-announcer wanted by 1000 watt NBC station in citrus belt of Florida. Experience in routine announcing required. First class license required. Good salary. Opportunity for advancement. Radio Station WLAK, Lakeland, Florida.

LELAND POWERS
SCHOOL OF
RADIO and THEATRE

Comprehensive 2-year course in Radio and Theatre Arts

Announcing	*Theatre*
Newscasting	*Television*
Advertising	*Acting*
Script Writing	*Make-Up*
Radio Music	*Voice*
Production	*Diction*

Station Routine

Faculty of professionals
Send for list of available graduates.
HAVEN M. POWERS
25 Evans Way, Boston 15, Mass.

Help Wanted (Cont'd)

Account executive—Opportunity for seasoned time salesman, must have initiative, able to secure new business and service established accounts. Car essential. Send complete information and photograph first letter. Eastern Seaboard. Box 618, BROADCASTING.

Wanted—Announcer for WFNC, Fayetteville, North Carolina. Must have had several years experience in network station and be good news and record show man. Must be able to operate control board. Personal interview necessary so only applications from North Carolina or adjacent states desired. Good salary to right man.

Combination operator-announcer with radiotelephone first license. 1000 watt CBS affiliate. $75.00 for 40 hour week. Send disc and full information. KOLO, Reno, Nevada.

Copywriter—Akron, Ohio agency needs experienced copywriter. Excellent opportunity for person with responsibility. Write full particulars, send samples. Box 630, BROADCASTING.

Sales manager—New 5 kw station in major progressive midwestern market desires experienced sales manager. Immediate opening. Outstanding opportunity for right man to affiliate with network station preparing to go on air by late summer. Address Box 627, BROADCASTING.

Announcer for 5000 watt southeastern station. Must be experienced in all phases of announcing and able to operate control board. Send complete qualifications, salary requirements and audition disc first letter. Radio Station WRRF, Washington, N. C.

Situations Wanted

Experienced continuity writer. Accurate, rapid. Go anywhere. Modest requirements. Box 524, BROADCASTING.

Do you need an all-round announcer specializing in sports, play-by-play and special events? Marine Corps veteran, married and a hard worker. Presently employed but desire work with full-time station. Box 537, BROADCASTING.

Manager, PD, production, special events, announcing, writing, salesman, sports—jointly or separately—I can qualify under any of these titles on basis of present position of staff announcer on large network affiliate, former Army correspondent and college grad and eight years in all phases of radio. Now drawing $6,000. Let's talk it over during my vacation this summer. Box 543, BROADCASTING.

Engineer, experienced. West preferred, but not necessary. $65 minimum salary. Box 587, BROADCASTING.

Dear Mr. Station Manager: If you need a Washington radio newsman as newscaster and/or editor, contact Box 588, BROADCASTING, for full details.

Combination operator. First phone, experienced, not less than $50 for 40 hour week. Available immediately. Details furnished. Box 589, BROADCASTING.

Promising announcer-writer. 24. Eight months experience; also, Army show. 3½ years college; advanced graduate NYC's leading radio school. Available June 24. Will travel. Disc, copy, photo. Box 590, BROADCASTING.

Station manager available. Increased competition makes good management essential. My record is your guarantee of trouble free, profitable operation and progressive development of your station. Box 591, BROADCASTING.

Agency radio director seeks challenging opportunity in station, transcription or agency field. Box 592, BROADCASTING.

ATTENTION STATION OWNERS!
DO YOU NEED EXPERIENCED RADIO MEN?

Are you interested in a man with 18 years experience in radio with successful record in management and sales as well as construction.

If you have a new CP can deliver a complete staff who can work together and have the know-how.

Salary to be determined on my ability to produce, available immediately. Would appreciate personal interview.

Write or Wire D. H. Long, 118 Hamilton Park, Lexington, Kentucky.

Situations Wanted (Cont'd)

Management and establishment of new station, programming, sales and announcing included in seven years experience of married executive seeking change. Reason: want work; not title. Present salary $75. All letters answered. Box 593, BROADCASTING.

Chief engineer experienced design, installation, operation. Executive and practical ability. Require substantial salary. References. Box 594, BROADCASTING.

Engineer—1st phone. Prefer midwest or west. Single, age 23. Reliable. Box 598, BROADCASTING.

Transmitter engineer, married, experienced, dependable, trustworthy, presently employed, desires position with progressive station. Box 600, BROADCASTING.

Construction engineer—17 years experience desires permanent position. Unusual qualifications. Experienced executive. Former RCA engineer. References. Box 596, BROADCASTING.

Is yours the preferred station in your area? Good programming and production are what build radio audiences and make outstanding stations. Consultant now available who can do (and train others to do) a topnotch audience-building programming job for you. New stations can avoid lots of headaches. Send for complete details. Box 602, BROADCASTING.

Consulting engineer desires position chief engineer. Prefer position involving construction, installation, directional antenna, but will consider and answer all replies. References. Box 586 BROADCASTING.

Available immediately. Ex-orch leader for announcing or disc jockey position. Can sell commercials, have following new ideas. Experience, have name. Live audition. Ex-Naval radioman. Box 603, BROADCASTING.

Construction engineer—17 years experience installation and consulting. Excellent references. Will consider station management. Veteran. Box 605, BROADCASTING.

Announcer, writer, producer, experienced, age 22, veteran, desires programming, production or program director's position. Play-by-play baseball. Consider all offers, but prefer new station. Box 608, BROADCASTING.

Seasoned announcer-writer-producer. Long-time radio experience, largest and smallest stations. Prefer new station where experience is of special value. Box 601, BROADCASTING.

Transmitter engineer, first phone license, six years experience. Prefer west or midwest. Francis E. Finck, 530 Coban Ct., S. E., Cedar Rapids, Iowa.

Versatile announcer, handle any type show. Experienced. If interested contact Rick Weaver, 983 Elden Avenue, Los Angeles, Calif.

Station manager—Seventeen years experience both network and independent station operation. Capable in sales, programming, engineering and construction. Excellent references. Family man in late thirties. Veteran. Box 604, BROADCASTING.

Engineer-announcer, 1st phone, available June 15, plenty of engineering experience plus good announcing abilities. Photo, disc on request, married. Write or wire J. Benonis, 1007 Barrow St., Houma, La.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Announcer—Experienced, reliable, sober, available July 1. Excellent references. Job must be permanent, salary adequate. Single now, bridegroom soon. Thinking of the future. Write or wire: Warren Durham, 4258 N. Kedvale, Chicago.

Community owned 1000 watt daytime station needs program director who can double as chief announcer and announcer who's speech does not brand him as Rebel or Yankee. Applicants send disc, outline of experience and salary expected. Also, engineer wanted. Station goes on air August 1. WKNS, Kinston, N. C.

Situations Wanted (Cont'd)

Station manager. 17 years personnel, production, programming. Want to develop small station. Ideas, versatility, can make most of what you've got. Excellent organizer, administrator. Locate anywhere. Top references. Veteran, married, 38. Box 610, BROADCASTING.

Engineers, first class, with extensive modern training for commercial broadcast, FM and television. Contact R. E. Zinkel, Central Radio Schools, Inc., 17th and Wyandotte, Kansas City, Missouri.

Scriptwriter—Top network writer! Now available from RRR, Employment Agency, Box 413, Philadelphia.

Announcer, Good selling voice. Pleasing personality. Vet. Former chief announcer AES for year and a half. Knowledge of music. Excellent references. Box 611, BROADCASTING.

Teen-age disc jockey-actor, announcer. Experienced. Young, versatile, will travel. Box 612, BROADCASTING.

Engineer, first phone license, former Navy ART. Only six months experience as transmitter engineer, on remotes and transcribing at 250 watt network affiliate, nevertheless is ambitious and not only can, but will learn quickly. Wants to earn his salary, which must be commensurate with ability, and a future in progressive midwest station, preferably near Chicago. Box 614, BROADCASTING.

Announcer. Vet. Young, resonant selling voice. Write commercials. Will travel. Photo, disc on request. Walter Brumm, 279 Lincoln Road, Brooklyn, New York.

Announcer with some experience on a 1000 watter. Commercial news-sports Veteran, 27. Married two children. Will travel anywhere. Reasonable salary. No theater. Box 616, BROADCASTING.

Announcer. Single. Trained all phases radio. Midwest preferred. Box 617, BROADCASTING.

Announcer—Two years ten months experience all phases announcing. Young veteran, married, one child. Seeking permanent position with progressive organization. Will go anywhere. Full details, disc and photo upon request. Box 619, BROADCASTING.

Adaptable newcomer — Young, single, college, former NBC page. Desires position—announcer, sports, disc jockey, some sales promotion experience. Anywhere. Box 620, BROADCASTING.

Chief engineer—Two decades experience designing, installing maintaining broadcast equipment from mike to antenna, any power. Box 621, BROADCASTING.

Young vet and wife both trained and experienced in all phases radio. Also, have musical ability and experience. Desire permanent position in good location. Box 622, BROADCASTING.

Announcer wants start in radio on small station . . . start, that is. Will work any place in U.S.A. Age 25, married. Disc available. Box 623, BROADCASTING.

Program director-production manager. Seven years experience in every phase of the business. At home in large or small station, metropolitan or farm. Can guarantee ideas that sell, topnotch production, thorough background in special events. Excellent references. Prefer established station. Married, 38, veteran. Box 624, BROADCASTING.

Newsman-announcer — Fully experienced, including three years solid newscasting. University graduate; steady, sober, conscientious. $60.00 minimum. Box 626, BROADCASTING.

Announcer five years experience news, personality shows, college degree, veteran, married, 27. Want permanent position, salary adequate to support wife. Prefer east of Mississippi. Box 625, BROADCASTING.

Writer—Commercials and continuity, 10 years network and small station experience. Mike personality and extensive knowledge of transcription library wants position. Box 628, BROADCASTING.

Widely Known
Promotion Manager

with 8 years attention-getting promotion-advertising experience with major network and metropolitan stations available now for permanent job with-a-future in promotion and/or station management. Unqualified recommendations from many industry leaders. Box 629, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—250-50,000 watt experience. steady. RRR, Employment Service, Box 413, Philadelphia.

Programming—Have just left NY's largest FM station where I managed its program department for five years. Am looking for another station, FM or AM, that wants program department dedicated to the best music, news, entertainment and education. Ideas, scripts, and plans submitted to the right person. Anita deMars, 405 East 51 St., New York 22. PLaza 5-1544.

For Sale

250 watt RCA 100-E transmitter available in 30 days—$1,500.00. Box 597, BROADCASTING.

Raytheon 250 watt transmitter $3,000. Immediate delivery. Wire or phone Mark Bullock, Chief Engineer, KFAB Broadcasting Company, Lincoln, Nebraska.

For sale—250 watt transmitter. Composite precision built. New. Approved by FCC. First check for $1400.00 gets it. WESL, Preston, Maryland.

Immediate delivery 1 kw 304-A WE transmitter with spare tubes, plus 1126-A WE limiter. Just removed from service due to recent power increase. Make offer. Radio Station KFVD, Los Angeles.

Towers, one 300 and one 350 self-supported, immediate delivery, complete lighting; also two Presto 62-A turntables less pickups new; five sets WE 9-A vertical-lateral pickup sets; 350 WE 2 foot patch cords with WE 241 plugs; Scott dynamic noise suppressor, new $600.00; two Gates CB-10 tables, pickups, preamps. Electronic Service Co., 431 West Jefferson, Louisville, Kentucky, Wabash 3088.

New Gates 31-B console, CB-4 desk, preamps, turntables, pickups and filters all for $1900. Write or call KDNT, Denton, Texas.

Three Presto 10-A turntables. Good condition. $300 for the three F.O.B. Winston-Salem. WSJS, Winston-Salem, N. C.

For sale—Presto 151-A pickup, compensator, scratch filter. WE 110-A program limiter. WE 82-A line amplifier. WE 700-A volume indicator units. General Radio 733-A 400 cycle oscillator. General Radio 732-A noise & distortion meter. Blower unit—30 inch fan, G.E. ½ H.P. Motor 1140 RPM 220 volts. Best offer takes. Call or write WDGY, Hotel Nicollet, Minneapolis 1, Minnesota.

One National 1-10 receiver & power supply (good as new) $50.00; one Dumont 3" cathode ray oscilloscope, type 164-E, new $80.00; one Industrial Instruments Inc. Wheatstone bridge, Model RN-1, new $70.00; one Reiner Electronic square-wave generator Model 530, new $60.00; one Esterline Angus graphic ammiter, 5 Ma. full scale, new $200.00; one Electronic Mfg. Co. vacuum tube voltmeter-ohm meter, new $25.00; one Type 185-A electronic switch and square-wave generator, new $85.00; 400 ft. RG 18/U cable, new $30.00; one Temco transmitter, Model GMC 250-less tubes, lacking parts for final, with exception of final chassis, meter, dials, and panel. All units mounted in Temco rack, requires 230 volts, 60 cycles-primary power source, $200.00; two Hallicrafters CN-1 converters @ $1.50; two Western Electric Type 218-B relays @ $3.00; one Eimac 250-R tube, $10.00; five 257-B tubes @ $20.00; one RCA Type 906 cathode ray tube $5.00; two RCA 5FP7 @ $20.00; two Radio-Music Universal pick-up units @ $75.00. Unity Corporation, 515 Madison Avenue, Toledo 4, Ohio.

250 watt transmitter, complete with 1400 kc crystals, approved by FCC and used less than 6 months. Heavy duty power transformer and rheostat control with spare modulation transformer. Ideal for quick inexpensive installation. Available immediately, WSGC, Elberton, Georgia.

Jockey's comedy script collection. $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, New York

For quick disposal: $1,000 takes 165 foot steel tubular antenna, complete with lights and flasher, guy wires and insulators, available July 1st F.O.B. WASK, La Fayette, Indiana.

Wanted to Buy

Wanted—Good used 1 or 5 kw AM transmitter FCC approved. Box 564, BROADCASTING.

Laconia, N. H., Sale Approval Is Asked

Transferee Company Is Headed By Warren H. Brewster

SALE of WLNH Laconia, N. H., for a combined consideration of $45,000 was reported to FCC last week for approval. Transaction involves assignment of license of the local 250 w outlet on 1340 kc from Northern Broadcasting Co., to Northern Broadcasting Corp., a new firm composed of Warren H. Brewster, formerly with WMUR and WFEA Manchester, N. H., president (5%), and owners of Nashua Broadcasting Co., permittee of WOTW Nashua, N. H.

Northern Broadcasting Co. is equally owned by Vernon Mason, president, and the Malcolm Jenney Estate, of which Charles J. Jenney is executor. Mr. Jenney is vice president of the assignor. He also holds notes against the station which will be purchased for $34,660.72 by Northern Broadcasting Corp. Consideration in addition calls for $6,339.28 cash and about $4,000 on accounts receivable to total the $45,000.

The principals of the transferee are: Mr. Brewster; Elmer F. Blakey, 5% WOTW, vice president and 14.5%; F. Homer Wingate, 70% WOTW, treasurer 0.5%; his wife, Genevieve, 75%; and Antoine A. Guertin, 5% WOTW, clerk 5%. Mr. Brewster would become manager of WLNH with the present manager, Martin Avery, as assistant, the application stated.

Two other transfer applications also have been filed with FCC both of which involve neither money nor change in ownership. S. O. Ward, licensee of WLAK Lakeland, Fla. (1340 kc, 250 w), is president-treasurer and 99.3% owner proposed new licensee, Lakeland Broadcasting Corp. KSST Sulphur Springs, Tex. (1230 kc, 250 w), seeks change from partnership to a corporation.

AFL's SPOT CAMPAIGN EXTENDED ONE WEEK

AFL will start a spot campaign today (June 9) in addition to extending to one more week, its present campaign to combat the Hartley-Taft Labor Bill. The radio campaign will be extended for another week because the bill was delayed in reaching President Truman's desk but is due to arrive later this week.

The four week AFL radio program was originally scheduled to end June 5 but will be continued until June 12. On the latter day a special broadcast will be aimed at the younger people. It will feature four top name bands in the Thursday night hour-long show on ABC. Program is heard by transcription on Sundays on MBS.

The one week spot campaign starting June 9 will be heard on about 200 stations. Spots are 20 seconds and one minute long.

KWKH 1130 KC PLEA IS DENIED BY FCC

ORDERS were adopted by FCC last week denying petition of KWKH Shreveport, La., directed against previous Commission action renewing the license of WDGY Minneapolis for 1130 kc, and calling for a hearing at which WDGY may show cause why its license should not be modified to protect KWKH.

The KWKH petition sought reconsideration of the FCC's decision of Aug. 29, 1946, granting WDGY a renewal of license for operation on 1130 kc with power of 5 kw day and 500 w night. KWKH is assigned 50 kw fulltime on 1130 kc.

The show cause order previews a proposed modification of the WDGY license so as to authorize operation on 1130 kc with power of 5 kw either daytime only or with directional antenna or other means to avoid causing interference to normally protected primary service and the secondary nighttime service of KWKH. The Shreveport outlet is made party to this proceeding.

The order further directs that the show cause hearing be consolidated with the presently consolidated hearing on the WDGY and WCAR Pontiac, Mich., applications which seek 50 kw operation on 1130 kc. Both proposed operations would be directional. The WDGY-WCAR consolidated hearing had been ordered by Commission action on May 1 and WNEW New York, 10 kw on 1130 kc, was made party to the proceeding.

WCAR presently is assigned 1 kw day on 1130 kc. Two other 250 w-daytime outlets are assigned to share the facility: KRDU Dinuba and KYOR San Diego, Calif.

Farnsworth Elections

ELECTION of Edwin M. Martin and Francis L. Elmendorf as directors of the Farnsworth Television & Radio Corp. was announced by Board Chairman Jesse B. McCargar last week following a board meeting. Mr. Martin is vice president and secretary of the company.

FOR SALE

TEXAS REGIONAL

National network outlet—Good fulltime channel—Beautifully equipped. Located in a large, rich and growing market. Doing a fine local sales job that is producing important profits. Income steadily increasing and now at a rate that makes this property available at less than five times earnings. Price $275,000. Write

BLACKBURN - HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C. San FRANCISCO
James W. Blackburn Ray V. Hamilton
1011 New Hamp- 235 Montgomery
shire Ave. St.
National 7405 Exbrook 5672

U.S. Control 'Dangerous'--Gov. Bradford

Lauds Radio Public Service Function At Boston

"RADIO IS such a powerful medium that to shackle and fetter it by Government control is dangerous and disastrous to democracy, Gov. Robert F. Bradford, of Massachussetts, told 150 broadcasters at the NAB District 1 meeting in Boston last week. Speaking at a luncheon session on Tuesday, Gov. Bradford paid tribute to radio for its public service and informational job. "No other medium commands such absorbed attention, and because of this power, there should be a minimum of Governmental control."

Harold E. Fellows, manager of WEEI Boston, was unanimously elected director of the district. (Board election story, page 83.) In tribute to Paul W. Morency, WTIC Hartford, who declined renomination and is retiring as director after eight years, the membership passed a resolution expressing their sincere thanks for "serving the broadcasters so faithfully and so well for giving so unstintingly of his time and efforts; and for his outstanding accomplishments and record of achievement not only for them, but for the entire industry."

The group commended BMB for "the contribution it has made in the direction of standardizing station coverage measurements," but urged that further study be made of the results of the first report "to the end that new and improved techniques of even greater service to the industry may be developed and used in connection with the next survey recommended by the NAB Board to be made in 1949." The New England stations also suggested that since BMB data may be used to the detriment of subscribers, that the call letters of non-subscribing stations be eliminated from the next BMB report.

Al Foster, director of radio for Lever Bros., and Linnea Nelson, chief timebuyer of J. Walter Thompson Co., spoke on BMB.

HEAD TABLE GROUP at NAB District 1 meeting included (l to r): John Shepard 3d, Yankee Network; Al Capp, creator of L'il Abner comic strip; Paul Morency, WTIC Hartford, retiring director; Gov. Robert E. Bradford of Massachusetts.

The meeting concluded the annual series of district and area sessions that started Jan. 8.

The district passed resolutions urging reestablishment of the rights of broadcasters to editorialize; favoring an NAB standards of practice code; disapproving the 2% cash discount; supporting BMI.

Swezey Reports

Robert D. Swezey, vice president and general manager of MBS, who is chairman of the NAB Special Committee on Standards of Practice reported on the problems of drafting and recommending a new code. A subcommittee is presently at work, Mr. Swezey related, writing a second draft of the revised code to incorporate new material and modifications that were discussed in a two-day meeting of the full committee in New York May 12-13 [BROADCASTING, May 19]. As soon as this subcommittee completes its work, the whole committee will convene again, and if the second draft is approved, it will then be discussed with NAB Program Executive Committee and recommended to the NAB Board. Presumably the code will be in shape for submission to the board at the NAB convention in Atlantic City, Sept. 15-18.

Expanding on the inherent difficulties of piecing together a practical and workable code, Mr. Swezey said he was "confident that broadcasting is far better for the American people than any other system which has ever been effected elsewhere. On the other hand, our system is not perfect. In spite of the accomplishments of the industry, we are still doing a job that does not measure up to our potential.

"There is too much criticism of radio," he went on, "to permit us to regard the kind of job we are doing with any degree of smugness or complacency. The fact that criticism comes from many sources is significant. Much of it is inspired—specious and insincere. But on the other hand, a good deal of it we must admit, if we conscientiously analyze the products of our industry, is not without merit. We have the alternative of attempting self improvement or letting the job slide until somebody else does it for us, and in this instance to us. It is clearly time," he said, "for an objective appraisal of the job we are doing and a correction of the defects which is evident that any such appraisal must reveal." In an alliterative comparison, Mr. Swezey said that all the crucial words in broadcasting start with the letter "C"—critics, crusaders, cynics, cantankerous characters, commercial client, and common sense.

As at previous district and area meetings, NAB executives reported on activities in their departments. A. D. Willard Jr., executive vice president, opened the session Monday morning with a general report on NAB activities; Dr. Kenneth H. Baker, Director of Research, explained the NORC Survey of Public Opinion. Robert T. Bartley, FM Director; Frank E. Pellegrin, Director of Broadcast Advertising; Royal V. Howard, Director of Engineering; Richard P. Doherty, Director of Employe-Employer Relations; and Harold Fair, Director of Programs, led discussions.

Music Discussion

A meeting on the music situation was headed by Carl Haverlin, BMI president; John Shepard 3d, Yankee Network; and Walter Haas, WDRC Hartford, while J. Allen Brown, Assistant Director of Broadcast Advertising, reported on the small market stations with Bert Georges of WHEB Portsmouth, N. H., presiding. In a discussion period that followed, Mr. Georges and A. E. Spokes of WJOY Burlington, Vt. told how they program and handle local news. In each case, the programs with local news have unusually high ratings.

At a luncheon session Monday Alfred C. Neale, Director of Research of the Federal Reserve Bank of Boston, pointed out with charts, the stability of the New England economy, and showed what has been taking place in employment, industry, and per capita earnings in the New England area over the past two decades.

At a cocktail party given Monday evening for Mr. Morency at which the Boston stations—WBMS WBZ WCOP WEEI WHDH WMEX WNAC WORL—were hosts, a traveling bag was presented Mr. Morency by E. E. (Ted) Hill on behalf of the membership.

Registration list follows:

CONNECTICUT

Richard W. Davis, WELI; Glover Delaney, WTHT; Walter Johnson, WTIC; Ralph Kanna, WONS; Joseph Lopes, WICC; William F. Malo, WDRC; Bob Martineau, WKNB; Milton H. Meyers, WEIM; James T. Milne, WNHC; Harvey Olson, WDRC; Harold Meyer, WSTC; Paul W. Morency, WTIC; Eric Pape, WBRY; Leonard J. Particelli, WTIC.

MAINE

Jack S. Atwood, WRDO; Carleton D. Brown, WTVL; Murray Carpenter, WPOR; G. Fred Crandon, WCSH; Charles W. Curtin, WMTW; H. D. Glidden, WHGM; Edward E. Guernsey, WLBZ; Gerland T. Higgins, WLAM; John C. Libby, WCOU; Robert I. Payne.

BOSTON QUARTET at NAB District 1 meeting (l to r): William B. McGrath, WHDH; George Steffy, WNAC; Craig R. Lawrence, WCOP; George Lasker, WORL.

WFAU; William H. Rines, WCSH; Elden M. Shute Jr., WLAM; Harold L. Vigue, WTVL.

MASSACHUSETTS

A. N. Armstrong Jr., WCOP; Angus Bailey, WSAR; Fred S. Bailey, WORL; Dana P. Baird, Weed & Co.; Samuel Berkett, ASCAP; Aaron S. Bloom, Kasper-Gordon; Robert W. Booth, WTAG; Quincy A. Brackett, WSPR; A. J. Brissette, WTAG; Earle G. Clement, WEIM; Lawrence A. Coney, WHAI; Guy Cunningham, WEEI; Tom Cunningham, A.P.; Robert F. Donahue, WMAS; Joseph P. Duchaine, WBMS; James P. Dunbar, WHAV; William Engel, WCCM; Robert M. Feldman, WMAS; Fred Garrigus, WEEI; Harry D. Goodwin, WCOP; Roland C. Hale, WCOP; David M. Kinel, WLAW; Wm. M. Harris, WHOB; Gerald Harrison, WMAS; E. E. Hill, WTAG; Kingsley F. Horton, WEEI; John J. Hurley, WNEB; George Jaspert, WCCM; Edwin H. Kasper, Kasper-Gordon; J. Gordon Keyworth, WMNB; H. William Koster, WAAB; H. L. Krueger, WTAG; Melvin Lahr, WSAR; George Lasker, WORL; Wayne Henry Latham, WSPR; Craig Lawrence, WCOP; Gordon S. Ley, WCCM; John S. Lloyd, WACE; J. P. Lynch, Graybar Electric Co.; John D. Maloy, WCOP; William B. McGrath, WHDH; Harold B. Morrill, WLAW; Horace W. Nichols, WHAI; Tom O'Neil, WNAC; James M. Patt, WNBH; George M. Perkins, WHDH; David M. Richman, WHOB; Ralph J. Robinson, WACE; John Shepard, 3rd, WNAC; James L. Spates, WBEC; George W. Steffy, WNAC; John Thornton, Yankee Network; Alan C. Tindal, WSPR; Linus Travers, Yankee; John T. Ward Sr., WKOB; William W. Warner, WHDH; Harry Wheeler, WCOP; H. Roy Marks, WEEI; Charles A. Fuller, WBET.

NEW HAMPSHIRE

Martin B. Avery, WLNH; Joseph L. Badger Jr., WKXL; D. C. Ayer, WMUR; Richard Bath, WKNE; Bill Bradley, WHEB; Warren H. Brewster, WLNH; Hervey Carter, WMUR; Vincent H. Chandler, WMUR; Robert J. Collins, WMUR; Bill Dawson Jr., WHEB; Bert Georges, WHEB-WKXL; Melvin C. Green, WFEA; Warren M. Greenwood, WMOU; Robert A. Kelley, WKXL; Bill Leahy, WFEA; R. Theodore Linton, WKNE; Gordon E. Moore, WMUR; Arthur A. Newcomb, WOTW; W. F. Rust Jr., WKBR; Richard A. Shepard, WKXL.

NEW YORK

Addison Amor, NBC; John Andrew, Assoc. Program Service; J. M. Collins, ASCAP; John M. Cooper, INS; H. M. Petis, BMB; Keith Field, WENE; Kolin Hager, SESAC; Carl Haverlin, BMI; Sheldon B. Hickox Jr., NBC; Ernest Lee Jahncke Jr., ABC; Bob Keller, Robert S. Keller Inc.; H. S. Killgore, Collins Radio Co.; J. C. Lyons, Weed & Co.; Joseph H. McGillvra, McGillvra Inc.; Lin Pattee, BMI; M. J. Rifkin, Frederic W. Ziv Co.; Bob Sawyer, Louis Cowan Inc.; Pete Schloss, ABC; Alex Sherwood, Standard Radio; Robert D. Sweney, MBS; John F. Tallcott, SESAC; Abbott Tesaman, Capitol Transcriptions; Pierre Weis, Lang-Worth; Linnea Nelson, J. Walter Thompson Co.

OHIO

Richard G. Cahill, Transcription Sales.

RHODE ISLAND

Malcolm S. Parker, WEAN; Fred R. Ripley, WPRO; Wallace A. Walker, WPCI.

VERMONT

A. E. Spokes, WJOY; John D. Swan, WCAX; P. Weiss, WSYB.

WASHINGTON, D. C.

Kenneth Baker, R. H. Bartley, NAB; James W. Blackburn, Blackburn-Hamilton Co.; Allen Brown, R. P. Doherty, Harold Fair, Royal V. Howard, Frank E. Pellegrin, A. D. Willard Jr., NAB.

Committee to Meet

PLANS for industrywide promotion through a public relations campaign will be reviewed by the NAB Public Relations Executive Committee at a meeting to be held July 17-18 at NAB headquarters in Washington. Committee chairman is Gilmore Nunn, of the Nunn Stations, who also is director-elect for NAB District 7.

LOBBY GROUP at NAB District 1 meeting included (l to r): Robert Kelley, WKLX Concord, N. H.; Kingsley Horton, WEEI Boston; O. M. (Pete) Schloss, WWSW Pittsburgh; Glover DeLaney, WTHT Hartford; Lee Jahnecke, ABC; John Libby, WCOU Lewiston, Me.

NEW ENGLAND DINERS at District 1 meeting of NAB included (l to r): George Perkins, WHDH Boston; William R. Warner, WMEX Boston; Harold H. Meyer, WSTC Stamford; E. E. (Ted) Hill, WTAG Worcester.

Fellows Is Elected By NAB District 1

Action Seen as Giving CBS Unofficial Voice

CBS will be unofficially represented on the NAB Board of Directors next September despite the proposed by-laws change which would place networks on an associate rather than active membership basis. The by-laws clause is now in the hands of Ernst & Ernst, accountants handling mechanics of the industry referendum on the subject, with final vote expected in early July.

The CBS representation arises from the election by NAB District 1 (New England) of Harold E. Fellows, general manager of WEEI Boston, a CBS-owned station. Mr. Fellows was elected last Tuesday to succeed Paul W. Morency, WTIC Hartford, who declined to be a candidate. New directors take office during the NAB Convention at Atlantic City Sept. 15-18.

Network Representative

NBC has been represented on the association board by Frank M. Russell, Washington vice president. CBS has been represented by Frank Stanton, president. Should the by-laws clause be approved by the industry, networks will no longer have members as such on the board. MBS has been represented on the board by Edgar Kobak, president, who sat as a non-voting observer. ABC has not been a member of NAB but will join if the by-laws change is approved.

Six new members were elected to the board during the annual series of area-regional meetings that started Jan. 8. Three directors were reelected. The elections in odd-numbered years include odd-numbered districts, with even-numbered districts electing in the alternate years.

Results of district elections were: District 1—Mr. Fellows succeeded Paul W. Morency, WTIC Hartford. District 3—George D. Coleman, WGBI Scranton, reelected. District 5—Henry P. Johnston, WSGN Birmingham, succeeded Fred W. Borton, WQAM Miami. District 7—Gilmore Nunn, WLAP Lexington, Ky., succeeded James D. Shouse, WLW Cincinnati. District 9—Charles C. Caley, WMBD Peoria, succeeded Leslie C. Johnson, WHBF Rock Island. District 11—John F. Meagher, KYSM Mankato, Minn., succeeded E. L. Hayek, KATE Albert Lea, Minn. District 13—Clyde W. Rembert, KRLD Dallas, succeeded Martin B. Campbell, WFAA Dallas. District 15—William B. Smullin, KIEM Eureka, Calif., reelected. District 17—Harry R. Spence, KXRO Aberdeen, Wash., reelected.

NAB Dist. 15 to Meet In Berkeley on June 26

MEETING of NAB District 15 (No. Calif., Nev., Hawaii) has been called June 26 by William B. Smullin, KIEM Eureka, Calif., district director. Session will be held at the Claremont Hotel, Berkeley, Calif. C. E. Arney Jr., NAB secretary-treasurer, who is on a tour of several key broadcast centers, will attend.

Committee chairmen who will report are Joe Carroll, KMYC Marysville, Calif., Small Market Stations Committee; Clyde Coombs, KROY Sacremento, Employe-Employer Relations; Paul Bartlett, KFRE Fresno, Engineering; William Pabst, KFRC San Francisco, Program; John Elwood, KPO San Francisco, Public Relations; Lincoln Dellar, KXOB Stockton, Sales Managers; Arthur Westlund, KRE Berkeley, State Associations; C. L. McCarthy, KQW San Jose, Legislative; Charles Scott, KTKC Visalia, secretary-treasurer.

FMA Executive Speaks To NAMM Chicago Meet

PLANNED merchandising of FM receivers will provide a profitable item for music stores, bringing more listeners and more time sales, Bill Bailey, FM Assn. executive vice president, declared Thursday in a speech before the Merchandising Panel of the National Assn. of Music Merchants, meeting at the Palmer House, Chicago.

The association will take an active part in ceremonies during National Radio Week Oct. 26-Nov. 1.

Mr. Bailey reminded that 40% of the population can receive FM now, with the percentage to be doubled by the end of the year. He told dealers they should go back to "real selling" as the trend toward a buyers market develops.

Swift & Co. Sponsors

SWIFT & CO., Chicago, effective Aug. 9 begins sponsorship of the *Adventures of Archie Andrews* on NBC, Sat., 10:30-11 a. m., with an afternoon repeat on a split NBC network. Agency is J. Walter Thompson Co., Chicago.

NBC AFFILIATE

Spaulding Bakeries, Inc.

for sixty years famous in this part of the country for fine bread and baked goods, has continuously sponsored programs at 7:30 P.M. since WINR went on the air last August.

When in Rome, Do as the Romans Do . . .

PUT YOUR MONEY ON THE

WINR

BINGHAMTON, N. Y.

HEADLEY-REED, *National Representatives*

WAR DEPT. IS SILENT ABOUT WVTR'S HOAX

WAR DEPARTMENT last week had no comment on the "Orson Welles" type of hoax broadcast recently by WVTR, the Army's radio station in Tokyo.

Patterned after the famous *Men From Mars* broadcast, this one described the landing of a sea monster and excitedly told of its progress toward Tokyo in the face of armed resistance.

As a result of the broadcast both civilians and military police were involved in the subsequent alarms sent throughout the area.

Queried by BROADCASTING, a War Department spokesman said the whole matter was strictly a local command problem and that no information was available here.

WLAP Regional Operation, 2 New Stations Approved

REGIONAL OPERATION for WLAP Lexington, Ky., and new stations for Hanford, Calif., and Williamsport, Pa., were anticipated by FCC in three proposed decisions last week.

J. Leonard Reinsch, radio adviser to President Truman and radio director of the Cox interests (WSB Atlanta, WIOD Miami, WHIO Dayton), and Frank H. McIntosh, Washington consulting radio engineer, were unsuccessful applicants in the proposed decision won by WLAP, one of the Nunn stations. Applying with their wives in the name of Queen City Broadcasting Inc., they were seeking 630 kc with 5 kw day and 1 kw night for a new station at Cincinnati.

The decision was on grounds that more equitable distribution of radio service would be achieved by a grant to WLAP.

Proposed Grants

The proposed grants were as follows (applicants given proposed denials are shown in parentheses):

1. WLAP, to change from 1450 kc with 250 w to 630 kc with 5 kw day and 1 kw night, employing directional antenna fulltime. (Proposed denials: Queen City Broadcasting, Cincinnati, and Scripps-Howard's WCPO Cincinnati, requesting the same assignment in lieu of its present 1230 kc with 250 w.)

2. Hanford Publishing Co., for a new station at Hanford, Calif., on 620 kc with 1 kw, directionalized at night. (Fresno Broadcasting Co., seeking the same facilities for Fresno, received a proposed denial.)

3. Williamsport Radio Broadcasting Assoc., for a new station at Williamsport, Pa., on 1340 kc with 250 w fulltime. (Proposed denial: Lycoming County Broadcasting Co., whose owners include three WCAU Philadelphia executives, applying for the same assignment at Williamsport.)

The Williamsport case was decided primarily on the local residence of all three partners in Williamsport Radio Broadcasting Assoc., the proposed grantee, and on their long records in Williamsport civic affairs. The three are equal partners: Harry J. W. Kiessling, vice president and director of Grit Publishing Co., Williamsport; William P. Wilson, theatre owner, and Carl F. Stroehmann, general manager and part owner of a group of bakeries.

Lycoming County Broadcasting is owned by seven stockholders including George Lewis, David P. Gullette and Joseph T. Connolly, all of WCAU.

Higher Distribution Costs Are Forecast

Francisco Tells NFSE Carefully Selected Advertising Needed

UNDERLINING importance of distribution in today's marketing scene, Don Francisco, vice president of J. Walter Thompson Co., New York, warned "we shall delude ourselves if we do not realize that it will be necessary to face an increase in distribution costs."

His remarks came in an address before the three-day Second Distribution Congress and 12th Annual Conference of National Federation of Sales Executives which ended in Los Angeles June 4.

Mr. Francisco said that "continuous advertising to a carefully selected audience was one economic approach to economical distribution." He also stressed importance of cost accounting, fact-finding, market analysis, experimentation and testing.

Other key speakers included William E. Holler, formerly general sales manager of Chevrolet Motor Division for 21 years, and renowned for his prowess as salesman; Neil Petree, president of Barker Bros., Los Angeles; Burton Bigelow, head of New York management consultant firm bearing his name; J. M. Moore, general sales manager of Silex Co.

New president of NFSE, elected at Los Angeles conference, is Gene Flack, director of advertising and trade relations counsel of Sunshine Biscuit Co. He succeeds A. T. Danielson, vice president of Barker Bros., Los Angeles home furnishing dealers.

AFM Campaign

AFM Los Angeles Local 47 has purchased five weekly 15-minute strips over KXLA Pasadena in effort to overcome legislation objectionable to labor. Commentators are being used in evening spot with test campaign of four weeks' duration. At weekly cost to unions of $500, step is first undertaking in campaign for which $20,000 has been allocated.

(Adv.)

June 4, 1947.

W. Kat Esq.
c/o Frank Katzentine
Counsellor and Clubman
On the Beach
Miami, Florida

Poor Puzzled Pussy:

If you will sheathe your claws and elevate your velvety lugs for a moment, I will attempt to lead you out of the perplexity evidenced in your open letter (advertisement) published in the June 2 issue of BROADCASTING.

Your club is doing all right, thank you, and I have every reason to believe that under the aggressive leadership of its new president, Mr. William S. Hedges, and Mr. Edward R. Murrow, its new program director (consult Who's Who for the qualifications of these gentlemen), other thought-provoking programs such as those referred to in your letter will be arranged for the edification of its membership during the forthcoming season. You see, my fine-furred feline friend, it is complacent characters like you, with their whiskers jauntily embossed with cream and canary feathers, who cause some thinking elements in the industry real consternation. You see, my cheshire chum, there are many 250-watters throughout the country who stop long enough to look, listen and realize that there are plenty of things wrong with radio just as there are things wrong with newspapers, magazines, motion pictures and the theatre. Those 250-watters and some of the other people in the industry want to hear what intelligent people who have not had the advantage of operating a radio station but who have been successful in other fields, think of the job we are doing. They are glad to listen because they think they might learn something that way. Sometimes, too, they listen to their own programs and decide there is room for improvement there, too.

We were all delighted to hear that things are going well with you, pussy, but may we suggest that you stop purring, leave your nice little bowl of milk, put on your big boots and come to your club more frequently, because you see, there are enough of us who think that unless you and other like cheery souls pay a little more heed to what is happening in the industry generally, some pied piper may well come along and serenade all your fat mice away and rudely spill your little bowl of milk.

Cordially and fraternally yours,
Robert D. Swezey

Proposed AM Grants for Four Are Made Final by Commission

THREE NEW AM stations for Kentucky and one for Rochester, N. Y., were authorized in final decisions announced by FCC last week.

The authorizations, all effectuating earlier proposed decisions, went to the following:

Tri-City Broadcasting Co., for a 1-kw daytime station on 1110 kc at Newport [BROADCASTING, April 21]; the partnership of Bullard, Metcalf & Goodlette, for 1340 kc with 250 w fulltime at Hazard [BROADCASTING, May 5]; Northern Kentucky Airwaves Corp. for 250-w daytime use of 1050 kc at Covington [BROADCASTING, April 14]; and Veterans Broadcasting Co. for 1280 kc with 5 kw directionalized fulltime at Rochester [BROADCASTING, May 12].

In each case mutually exclusive applications were denied: Moraine Broadcasters, seeking a new Dayton, Ohio, station on the frequency awarded Tri-City; P. B. Huff and Universal Broadcasting Co. in the Hazard case; Northern Kentucky Radio Corp. in the Covington proceeding, and Rochester Broadcasting Corp. at Rochester.

Bannister Criticizes Durr For Challenge of Renewal

A SHARP ATTACK on FCC Comr. Clifford J. Durr's vote for "further inquiry" on the license renewal application of WWJ Detroit has been sent to Mr. Durr by WWJ General Manager Harry Bannister, in a letter upholding the station's 27-year record of operation.

". . . I cannot reconcile the bounden duty of a high public official with a course of action which passes over a long and honorable record such as ours to register a dissent which can stem only from motives which are punitive and therefore unworthy of one who has taken oath to do his duty," Mr. Bannister declared.

Durr to Answer

The letter, turned up in Washington last week, carried the written approval of William J. Scripps, director of radio of the *Detroit News*, WWJ owner. It was dated May 13. Commissioner Durr's office said it was received shortly before he became ill and that, since he has returned to his desk, it would be answered. Authorities said the vote for "further inquiry" did not mean a vote for hearing, but indicated there was some point on which Mr. Durr wanted additional information before passing upon the renewal application.

With Commissioner Durr the only dissenter, the Commission granted WWJ's renewal application in late April [BROADCASTING, May 5].

Mr. Bannister said that "we feel that before any impartial judge or jury, our record will stand up by comparison with that of any station, that no station can show a better record and that very few, if any, can equal WWJ's trusteeship of its assigned frequency."

He said "I cannot help but wonder as to how you determine a station's fitness for continuance of operation or by what standards you evaluate the merits of a radio licensee" — and wondered also "what votes you have cast to renew licenses more deserving than WWJ's."

Mr. Bannister said WWJ was operated "at a heavy loss" for many years but even then set "the highest possible standards" and still refuses "almost as much business as we accept."

He asserted that WWJ's yearly net return over its 27 years averages 5% on capital investment. "If you have saved any money, and have investments of your own, you probably have earned a higher return than we have," he declared. He said the station spends a large part of its income on improved operations, with the result that average annual operating costs have grown from less than $500,000 before the war to "well over a million dollars yearly in the past two years."

Reviews Policies

He reviewed WWJ's program policies and said "all this was being done in routine fashion long before the Commission issued its Blue Book" and consequently was "not in any way motivated by fear of official displeasure." He offered "documentary evidence to support every claim made in this letter."

Mr. Bannister said he understood Mr. Durr's position was based on WWJ's decision not to cancel "a full hour of superb NBC programming in the heart of the best evening time and to interrupt the listening habits of a million people" in order to carry a local talk by a prominent scientist, Professor Urey. He expressed belief that the decision was justified by the fact that the speaker failed to attract enough listeners even to fill the "small hall" in which he spoke.

". . . I venture to assert that a poll of all the individuals in the U. S. who have experience in radio would show a well-nigh unanimous approval of the course I followed," Mr. Bannister declared.

Networks Schedule Coverage for Series Of Truman Speeches in Next 4 Weeks

SERIES of speeches by President Truman, several of which will be broadcast, is scheduled during the next four weeks as the President takes trips to Kansas City, Ottawa, Princeton and Charlottesville, Va.

Arrangements for broadcasts were discussed Wednesday at a conference of representatives of the four networks with Charles G. Ross, Presidential secretary, and Leonard J. Reinsch, managing director of the Cox stations and radio adviser to the President. Attending for the networks were Bryson Rash, ABC; Bjorn Bjornson, NBC; Ed Scoville and John Adams, CBS; Charter Heslep, MBS.

All networks planned to air the June 7 talk by President Truman at the 35th Division memorial service in Kansas City, 11-11:30 p. m. (EDST).

The President will address a joint session of the Canadian Parliament at Ottawa June 11, 11:45 a. m. (EDST). He is to speak June 7 at Princeton U. in response to award of an honorary LL. D. degree between 12:30 and 1 p. m. (EDST).

Mr. Truman will open the Highway Safety Conference in Washington June 18 but arrangements have not been made to broadcast his talk. He will address the National Assn. for Advancement of Colored People June 29 at Lincoln Memorial, Washington. A five-minute talk is scheduled between 4:30 and 5 p. m. (EDST). The ceremony may be telecast.

Broadcast arrangements have not been made for a July 4 address at Monticello, Charlottesville, Va., though a local pickup may be permitted.

Steps to avoid false tips on future Presidential broadcasts were discussed at the White House meeting. When broadcasts are planned, Mr. Ross will announce the fact simultaneously to representatives of the four networks. This procedure is designed to prevent confusion from premature rumors.

Denny Asks Speedy Reallocation Work

THE INTERNATIONAL Radio Conference should substantially complete its task of setting up a new frequency allocation table before July 1, Charles R. Denny, FCC chairman and also chairman of the IRC, told a plenary meeting of the conference on Thursday. Otherwise, he said, the work of the Plenipotentiary Conference which opens on that date will be hampered.

The session agreed to Mr. Denny's proposal that tomorrow morning (June 10) be set aside for a special meeting of the heads of the 70 national delegations with the chairmen of the ten conference committees to make plans toward that end.

Mr. Denny also stressed the need for establishing certain boards and committees which will form part of the permanent structure of the International Telecommunications Union. "In designating these matters as particularly urgent, I am not minimizing the importance of the work of the other committees," he said. "All I am suggesting is that in general we do not have the same compulsion to complete this other work by July 1."

Request was received at the plenary session from Union Internationale de Radiodiffusion for admission to observer status at the conference. Russia is opposing this request. The UIR's membership includes Franco's Spain.

The IRC is the first of three international telecommunications conferences meeting this summer in Atlantic City to work out a worldwide plan for the use of all frequencies to the best advantage of all nations and services. IRC will continue after the Plenipotentiary Conference opens on July 1, the two running concurrently until IRC completes its work. It will be succeeded by a High Frequency Broadcasting Conference which will devote itself exclusively to the best means of utilizing this part of the radio spectrum for international broadcasting and other communications services.

N. Y. Gr. Meet For BMB Exc.ange

Stations, Agencies Outline Needs In Coverage Statistics

SOME 50 STATION representatives and advertising agency time buyers met Thursday at BMB headquarters in New York to exchange information about the use of BMB data.

The agencies reported on their use of BMB statistics in numerous ways, including plotting coverage, determining where talent should make personal appearances, deciding where additional stations are needed and which local station to use, and selecting comparable markets and stations for testing copy appeals. The station representatives described the maps, folders and other material in which they and their stations are making BMB data available.

The time buyers stressed the growing demand by advertisers for more facts about stations of the kind that BMB supplies and the fact that radio, to compete with other media on even terms, must furnish such uniform, comparable information. They expressed the view that station representatives can exert beneficial influence on the proper use of BMB data by agencies in meeting specific situations. The representatives on their part said that they should inform their stations of the extent to which the agencies are making use of BMB.

Plan Other Meetings

Those attending the session agreed that the exchange had given them a more complete understanding of BMB material and its use and decided to hold another meeting in several weeks to continue the discussion. Similar meetings also well be held in other cities.

Linnea Nelson, chief time buyer of J. Walter Thompson Co. and chairman of the BMB Advertising Industry Relations Committee, presided at the session.

Others attending were: Irving Gross, Edward Petry & Co.; Harriett Belille, Grey Advertising Agency; Beth Black, Joseph Katz Co.; Betty Barrett, Cecil & Presbrey; John Livingston, Homer Griffith Co.; D. H. Denenholz, The Katz Agency; Raymond B. Healy, LaRoche & Ellis; Louis F. Moore, Radio Advertising Co.; Frank Hayes, Headley-Reed Co.; Fred Apt, Benton & Bowles; Vera Haskell Vorce, Hanly, Hicks & Montgomery; Frank Palmer, Kenyon & Eckhardt; Max M. Everett, J. F. McKinney; R. M. Allerton, Abbott Kimball Co.; J. A. Lang, C. B. Wilson Co.

R. S. Mandeirlee, John H. Perry Co.; N. R. Madonna, Donald Cooke Inc.; Penelope Simmons, Federal Advertising Agency; Mirriam Traiger, Abbott Kimball Inc.; Jones Scovern, Free & Peters; E. P. J. Shurick, Free & Peters; G. W. Brett, The Katz Agency; P. L. Romaine, Paul H. Raymer Co.; W. C. Dekker, McCann-Erickson; Lucy H. Kerwin, Kenyon & Eckhardt; E. J. Devney, H. H. Wilson Co.; Frank Coulter, Young & Rubicam; Betty Ruth Bruns, Ted Bates Inc.; Eugene Dunn, Pedlar & Ryan; Newman McEvoy, Newell Emmett Co.;

Jean Carroll, Compton Advertising Co.; Thomas B. Campbell, The Branham Co.; Bernard G. Rasmussen, Ruthrauff & Ryan; Benjamin R. Potts, Federal Advertising Agency; Teddy Anderson, BBDO; Frank Silvernail, BBDO; John Carter, Adam J. Young Co.; Geo. W. Bolling, The Bolling Co.; Roy Cowan, Taylor-Howe-Snowden Radio Sales.

At Deadline ...

FCC COMPLETES HEARING ON DAYTIME SKYWAVES

DIRECTLY OPPOSITE proposals submitted to FCC late Friday as three-day daytime skywave hearing was completed.

Percy Russell, counsel for Clear Channel Broadcasting Service, suggested FCC either effectuate earlier proposals of CCBS Engineering Director John H. DeWitt Jr. (story page 18), or continue "freeze" on daytime and limited-time applications for U. S. 1-A and 1-B channels until high-power issue of clear-channel case is decided.

Harry J. Daly and Stephen Tuhy Jr., counsel for group of daytime clear-channel stations and applicants, submitted series of recommendations including: (1) reduction of number of 1-A's for high-power stations, reallocating these channels for fulltime use of Class 2 stations with 250-1000 w power and locals with power up to 250 w; (2) reservation of "remaining few" 1-A channels for 50-kw use in underserved areas; (3) facilitate "full use" of broadcast band "by establishing the maximum number" of daytime or limited-time stations; (4) resume licensing of 1-A and 1-B daytimers "without reference to alleged daytime skywave transmissions" until more dependable evidence is produced.

Final day's witnesses included J. W. Wright, CBS chief radio engineer; Andrew D. Ring, consulting engineer appearing for WCKY Cincinnati, 1-B station; C. Richard Evans, chief engineer of KSL Salt Lake City (1-A); John C. Hanner, manager of WCPS Tarboro, N. C. (clear-channel daytimer, now on another frequency as result of court order pending litigation); Earle Merryman, chief engineer of WARL Arlington, Va. (clear-channel daytimer); Edward W. Allen Jr., chief of FCC Technical Information Division.

FCC CIVIL SERVICE CHANGE

FCC's AUTHORITY over personnel transactions has reverted to pre-war status, with Civil Service approval again required before Commission can create or fill jobs or make promotions or reassignments, it was disclosed Friday. FCC sources said change was effective earlier this year and followed studies, made by Civil Service and Budget Bureau at FCC request, of Commission's handling of personnel matters during war.

NEW AUDIO GUIDE

BASIC standards for school sound recording and playback equipment agreed to by joint Committee on Standards for School Audio Equipment of RMA and U. S. Office of Education, RMA announced Friday. Final draft goes to RMA board June 11 in Chicago. New report, incorporating latest advances in field, supplements last fall's *School Sound Systems* brochure and serves as purchase guide for schools.

NETS REJECT RDG PLAN

RADIO DIRECTORS GUILD and four networks met in New York Friday to discuss recognition to RDG for freelance directors to be covered by national agreements. Networks reportedly refused to grant recognition to RDG for freelance writers. RDG said it would report matter back to locals for further directions.

REPEAL OF EXCISE TAX ON RADIO SETS URGED

REPEAL of 10% excise tax on radio receivers and phonographs asked Friday by NAB and RMA at hearing before House Ways & Means Committee. FMA and TBA joined in asking repeal.

Don Petty, general counsel, and Bryce Rea Jr., attorney, appearing for NAB, told of dependence of public on radio and declared it unfair to tax radios but exempt newsprint. They noted that Sec. 3466 of Revenue Code expressly exempts broadcasting from tax on communication facilities, and declared tax is incompatible with Constitution.

Joseph Gerl, Sonora Radio & Television Corp., chairman of RMA Excise Tax Committee, and Ray C. Cosgrove, Crosley Division, RMA president, headed RMA delegation. Mr. Gerl said elimination of tax is only practical means of cutting set prices to consumer, since wage cutting is out of the question and labor efficiency is not at prewar level.

Continuation of tax will hamper FM and television development, he said, besides being deterrent to use of radio as informational and educational medium. Tax tends to increase prices and discourage purchase of FM sets, he said.

ATLANTIC CITY SESSION AGREES ON SPECTRUM PLAN

PLENARY session of International Radio Conference, meeting at Atlantic City, agreed on plan to rearrange parts of radio spectrum used for longrange communications on engineering basis, rather than strict priority basis or present hit-or-miss system.

Plan's two-fold objective of making more space available and avoiding interference between stations calls for assigning group of frequencies to each circuit, with maximum use assured by geographical duplications and time sharing,

For example, a frequency used from midnight to 7 a. m. (EST) between New York and London could also be used from 7 a.m. to 2 p.m. (EST) between San Francisco and Honolulu, from 2 p.m. to midnight (EST) between Honolulu and Sydney, Australia. Plan will permit larger developments of multichannel service, making year-round 24-hour leased channel service entirely feasible. Services affected would include telegraph, telephone, program transmission, facsimile.

WITH transfer of ABC's Western Division news headquarters to Los Angeles, Victor Reed, KGO San Francisco newsman, appointed news and special events manager of KGO (ABC O&O station). At KGO Mr. Reed replaces Frank La Tourette, director of news and special events for ABC Western Division, who is transferred to Los Angeles in that capacity.

SOUTHERN CALIFORNIA Broadcasters Assn. meeting in Hollywood June 12 with Northern California Broadcasters Assn., to discuss plans for single California broadcasters group.

SAMUEL M. THOMAS, former assistant chief engineer of RCA Communications, New York, Friday appointed vice president and general superintendent.

DENNY CONGRATULATES WFBR ON 25TH ANNIVERSARY

RADIO will have "even greater opportunities to serve the public" in next quarter-of-a-century, FCC Chairman Charles R. Denny informed Hope H. Barroll, executive vice president of WFBR Baltimore, in telegram congratulating station on 25th anniversary (early story page 49). Text of telegram follows:

Please accept my heartiest congratulations on your 25th anniversary of broadcast service to the Baltimore area.

The past quarter-of-a-century has been a crowded, dynamic, fast-moving era encompassing the record-breaking prosperity of the twenties, the unprecedented depression of the thirties and the most devastating war in all history.

During that period the American people have relied increasingly on the radio to keep them informed of the great issues of the day as well as for wholesome entertainment to relieve the tension of the times.

In the next quarter-of-a-century American radio will have even greater opportunities to serve the public. I am confident that WFBR will meet the challenge of the future.

I am happy to send my wishes for many years of continued success and service to your legion of listeners.

UNIVERSAL publishers representatives, New York, appointed U. S. representative for Radio Mil and its 80-station network in Mexico.

Closed Circuit

(*Continued from page 4*)

from requested $7,300,000 budget—highest in its history—now said to be indicated whereas predictions previously had ranged from 25% to 40% cut.

CURRENTLY traveling with President Truman on Canadian trip and on subsequent trips to be made this month and next is J. Leonard Reinsch, managing director of Cox radio stations and White House radio adviser. Mr. Reinsch also made Kansas City trip last week.

NAB won't take any chances this fall when it picks place on agenda for annual banquet. Timing was bad last year and half of conventioneers were en route home during Thursday night festival. Atlantic City banquet will be held earlier in week, probably Tuesday.

LOOK for early action on new NAB standards of practice. Swezey subcommittee now redrafting proposed document, which should be ready within fortnight for scanning by full committee. If enforcement means are included, Dept. of Justice clearance needed. Final action up to NAB board, which meets in September.

FIRST APPEARANCE of Paul A. Porter's new law firm before FCC, which he headed as chairman, filed last week in behalf of Mason-Dixon Group in connection with its FM applications. Mr. Porter, now member of firm of Arnold, Fortas & Porter, is representing Steinman stations on FM overlap issue in association with regular counsel, George O. Sutton.

SOME FEELING at FCC, independent of White Bill's treatment of subject, that rules on network-affiliate relationships should be revised. Feeling based on belief that influx of new stations, giving networks more to choose from, is putting networks in unduly strong bargaining position.

CBS Western Division headquarters in Hollywood has started to survey minimum personnel needs with view to retrenchment. Similar survey proceeding throughout network's owned and operated properties.

TAKE A LOOK AT 40,000 LISTENERS

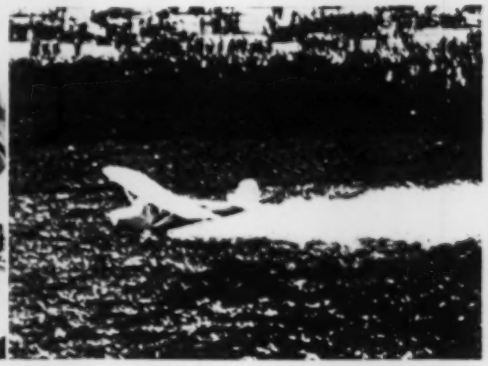
—Just part of the Huge Farm Market You Sell with WMT

IOWA'S LARGEST CROWD turns out for WMT's *National Clean Plowing Contest.* The contest is Iowa's best attended event of the year!

40,000 Iowa farm folks—highest per capita income group in the world—*brought together in one spot by WMT's farmwise promotions.*

THOUSANDS OF CARS jam surrounding highways and the Earl Elijah farm. Eastern Iowans are listeners with money to spend for your products!

THE WINNER. Ex-GI Bob Bowery of Indianola (seated at tractor) and runners-up get together after the show. $1,000 in cash prizes were awarded the top five participants.



CROP-DUSTING by Flying Farmers is an educational and entertainment highlight of the day's events. Iowa's farmers are modern, progressive, science-minded.

"VOICE OF IOWA". Dean Landfear, WMT, interviews a Farm Gadgeteer. The Gadgeteer's Exhibit is another important feature of the day.

THE ANNUAL CLEAN PLOWING CONTEST is just one instance of how WMT captures the interest of Eastern Iowa listeners for you.

To sell city and agricultural Iowans get on

WMT

Cedar Rapids, Iowa

600 KILOCYCLES 5000 WATTS Represented by THE KATZ AGENCY

Basic Columbia Network